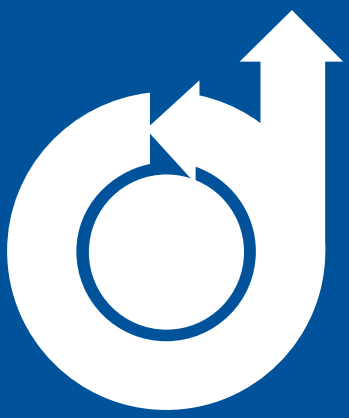

Brand Standards Manual

v 2.0

1 September, 2010

AIAA

The World's Forum for Aerospace Leadership

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AIAA Brand Management

Introduction to this Manual

This manual is a reference for staff and members who need to understand the philosophy of, necessity for and process of Brand Management. The accompanying Brand Management Tool Kit is a resource for those who need to undertake specific brand management activities.

- **Brand Management**
  presents an Overview of Brand Management and explains its process and importance.

- **AIAA Brand Architecture and Positioning**
  discusses Brand Architecture and Brand Positioning and presents a model for Brand Architecture.

- **AIAA Brand Management Process**
  presents the rationale for and the process of the four phases of AIAA's Brand Management Process.

Introduction to Brand Management

What is Brand Management?

Brand Management is a process that uses a common, universal discipline for managing the AIAA brand throughout the world.

Brand Management:
1. Directs our approach to managing our brand's positioning and communication,
2. Measures key results, and
3. Provides significant competitive advantage from improved brand usage.

Improved brand usage allows AIAA to:
- Create brand awareness for select target market segments,
- Gain new members in target markets,
- Build loyalty throughout the organization,
- Bring new products and services to market, and
- Improve stakeholder awareness and relationships.

What is the Brand Management Process?

The Brand Management Process is an AIAA set of standards used to execute a Brand Strategy.

Why Do We Need a Brand Management Process?

The AIAA Brand Study determined that the AIAA organization focused on Product Management rather than on Brand Management. We often have been concerned with subjects such as events, conferences, and publications without giving the same attention to brand market research, competitive brand analysis, market segmentation, brand positioning, or processes for developing and managing our brand's image and communication.

Brand Management

We need to understand the difference between a brand and a product. We must respond to the fact that members and potential members differentiate more on the basis of brand than by product.

A product includes characteristics such as scope (Crest makes dental hygiene products), attributes (Volvo is safe), quality/value (Kraft delivers a quality product), and uses (Subaru is made for the snow). A brand includes not only these product characteristics, but also the following concepts:

- Organizational attributes (3M is an innovative company)
- Brand personality (Bath and Body Works is a retail brand with energy and vitality)
- Symbols (Target red)
- Brand-customer relationships (Starbucks is a friend)
- Emotional benefits (McDonald's Loving It)

Brand Architecture and Positioning

It is important for a brand to support other brands in the system and to avoid confusion in members' minds. AIAA brands do not exist in isolation; they relate to the other brands in a brand hierarchy. At the apex of a brand hierarchy is the AIAA brand that should enhance its secondary brands. In turn, the secondary brands should bolster the image and reputation of the AIAA brand. This is how great brands are built.

The architecture of a brand is defined by a brand hierarchy. This is a structure of how the AIAA brand and secondary brands fit together into a system where the brands' core values and positioning are interrelated.

The brands in AIAA brand hierarchy are interrelated and interdependent within the overall brand structure, much like the rooms in a house are interrelated and interdependent. As brand strategist Jeffrey Sinclair stated, "A house of brands is like a family; each needs a role and a relationship to others."

To take the house analogy further, all brands are under the "roof" of the organization's core values; they also support the organization's image the way that the structure of a house is both under the house's roof and is the support for that roof.

AIAA Brand Management Process

AIAA Brand Positioning

Positioning determines how our brand is perceived by members or potential members. Positioning is the process of connecting the AIAA brand to an established value that is important to our members. The positioning depends on the objectives we have set for our brand. Once we have decided on the positioning to use, we must be consistent in our messaging.

The Process

Define Brand Positioning

- Determine what features and benefits are to be communicated
- Leverage strengths and minimize weaknesses
- Define brand positioning characteristics for the AIAA brand. These characteristics include:
  - Target members,
  - Benefit,
  - Support, and
  - Brand personality.

Components of the AIAA Brand

The AIAA brand consists of the following minimum components. All three components must be present in our communications to ensure adherence to the brand standards.

1. The signature: AIAA logomark and logotype, tagline and logo color
2. Corporate fonts: Futura and Minion type families
3. Corporate colors: Primary and secondary, and accent colors

The application of these components creates the visual identity for AIAA's communication pieces. The following sections provide detailed specifications for correct use and application of the AIAA brand components in our communication materials.

1. The Signature

The AIAA signature defines the Institute in the marketplace. It serves as a graphic identity for the Institute, tying together all of AIAA's communication efforts under a bold and powerful brand. This signature leads the way for AIAA in the market, creating a sense of precision and strength among our members, partners, and employees.

Maintaining the integrity of our corporate identity and protecting our marks and intellectual property are of paramount concern. It is important to use care in following the correct usage guidelines set forth in this manual in all printed and electronic materials.

All of the elements of the AIAA signature—the logomark, logotype, and color—work together to create a unique image for the Institute. This image helps to position AIAA among the leaders of the aeronautics and astronautics communities as the premier professional association and differentiate us from our competitors with a strong, dynamic, and bold signature that is representative of our mission.

Each signature element serves to support the others and define AIAA in the marketplace. The elements work together in a balanced, harmonious manner that should be maintained in every application and reproduction.

To ensure proper visibility of the signature on each printed piece, the signature should appear in its entirety at least once, on the outside front or back. Ideally, it should be incorporated with all other text and graphic elements, including affiliated partner logos, in such a manner that adheres to the clear space and minimum size rules established in this manual.

To obtain an AIAA logo in vector format, please visit the AIAA Web site at www.aiaa.org/content.cfm?pageid=257 or contact Sharon Grace at 703.264.7532 or sharong@aiaa.org.

Signature

The logomark, logotype, and tagline make up the AIAA signature.

Logomark

The AIAA mark is comprised of a circle, representing the earth, and two arrows, representing both aeronautics and astronautics.

The World's Forum for Aerospace Leadership

Tagline

The AIAA tagline is presented in a typeface that reflects the vision inherent in the tagline. The condensed font suggests the tight-knit community AIAA represents. The italics of the font represent the forward-thinking attitude.

Preferred Signature

Whenever possible, the PMS 287 blue version of the AIAA logo should be used. However, there may be instances when the blue logo is not visually compatible with the overall design or the specific medium used.

Alternate Signatures

When the PMS 287 blue logo is not visually well suited to the overall design or the specific medium used, the logo may be used in one of two acceptable color variations.

Black

This option is used when the application of the color logo conflicts with the overall color scheme. It should also be used in black-and-white applications.

White

This "reversed out" option works well when the background color scheme is 50% black or darker.

Special Application Signatures

For special events, such award ceremonies or galas, metallic inks may be used for the logo application. The metallic ink should be chosen from the gold and silver shades. The PMS colors shown here are only suggestions; the application of the logo and the theme of the printed piece will determine which colors are most suitable.

Gold

This logo option utilizes PMS 872. It harmonizes well with black.

Silver

This logo option utilizes PMS 877. This "lighter" metallic option works well with PMS 287 blue in printed pieces.

1.1 Signature Space

The AIAA signature was designed to define AIAA and underline the value inherent in the Institute. It is a strong signature that is balanced and dynamic in every element of the logo.

To keep the integrity of the signature and fully establish the strength of the AIAA logo, a clear space must be kept all around the signature. No other elements, such as text or images, should enter this safety distance established around the logo. This allows the AIAA logo to remain successful and best communicate the AIAA image.

The signature should never be altered or distorted in any way. It must not be re-drawn, but rather reproduced electronically or photographically from the electronic files provided by the appropriate AIAA representative.

The integrity of the signature may also be compromised if reproduced any smaller than the indicated minimum size. If you have questions about signature formats, contact Sara Bluestone at 703.264.7592 or sarab@aiaa.org prior to publication and distribution of your materials.

Clear Space

The minimum clear space is designated by the diameter of the inner ring in the AIAA logomark. This space applies all around the signature. The desired clear space area for marketing and advertising materials is the outer ring of the AIAA logomark.

x - Diameter of the inner circle in the AIAA logomark indicates the minimum signature clear space.

x - Diameter of the outer circle in the AIAA logomark indicates the preferable signature clear space.

Minimum Size

The signature may not be used smaller than 1.25".

* If a size smaller than 1.25" is necessary (on give-aways, for example) the tagline may be dropped to preserve the integrity of the signature.

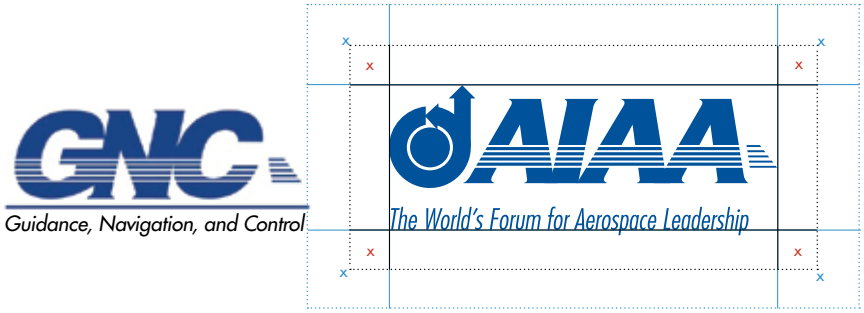
1.2 Secondary Logos

AIAA has numerous sections, technical committees, and partner programs. As a result our name and logo will appear with those of our sections and partner programs on a variety of materials, from Web sites to newsletters. A basic principle to which one should adhere while preparing items where the AIAA logo will appear in close conjunction with other names or logos is as follows:

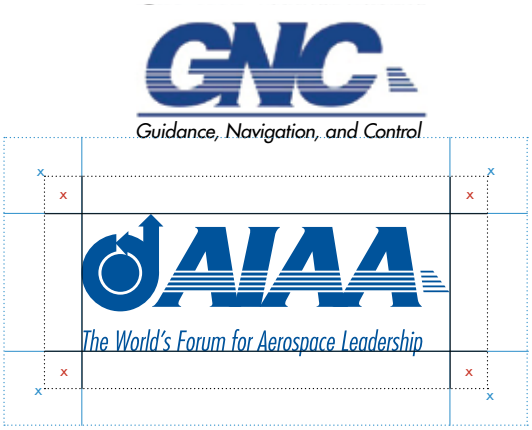
- On advertising as well as marketing materials, the AIAA logo should, generally speaking, appear on the bottom right of the page, with the partner logo to the left or above while maintaining the clear space established in section *1.1 Signature Space*.
- The AIAA logo should never be smaller than the partner logo. It should, if appropriate, be larger, but at least of equal size.
- When the AIAA name is incorporated into a section or partner logo, it should always be written above the partner logo in a balanced and pleasing manner. The font to be used is Futura Bold Oblique to express the values of the AIAA logo appropriately.
- In instances where the partner logo is inclusive of the AIAA name, but is utilized as a standalone, the same rules as the AIAA logo (see section *1. The Signature*) apply regarding clear space surrounding the logo and placement on various deliverables.

The examples shown here are recommendations that ensure the maximum amount of brand recognition and consistency for the Institute. Standardized usage of the AIAA logo will increase the unity and strength of the AIAA brand.

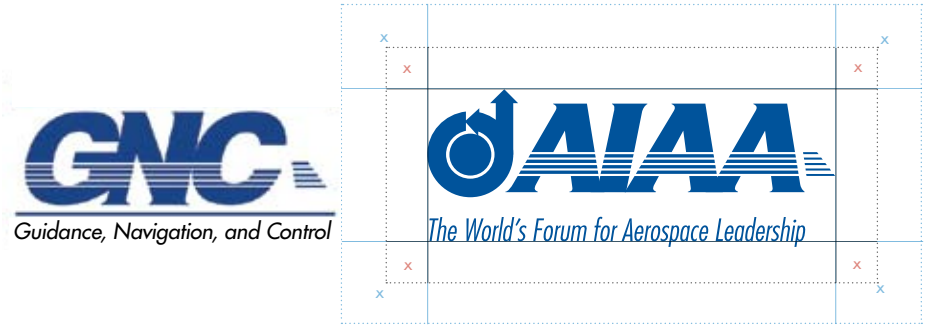
AIAA Logo Paired with Other Logos



When the partner logo is placed to left or right of the AIAA logo, align it with the baseline of the AIAA logo.



If the partner logo is above the AIAA logo align it on the right with last "A."



On newsletters where the logos are being used on the top of the page, the AIAA logo should stand to the right of the section, committee, or partner logo. It is recommended that both logos be of equal size.

AIAA Name Incorporated in Other Logos

This template uses Futura Heavy and Futura Book

This template uses Futura Light Condensed

For Section Logos, AIAA has created two templates which offer flexibililty and visibility for the Section. To have a Section logo redesigned into one of these formats, please contact Sara Bluestone at sarab@aiaa.org or 703.264.7592

If the AIAA name is used as part of a partner program, the AIAA name should be incorporated using Futura Bold Oblique.

1.3 Logomark

The AIAA mark is an integral part of the AIAA identity. It strongly conveys the dynamic forward-thinking attitude found in AIAA's membership, making the organization the premier destination for aerospace leadership.

As such, the mark can be used as a graphic element to reinforce the AIAA brand identity. It adds visual interest and richness to materials.

When using the mark as a standalone graphic device, it should always be used with the AIAA logo. The use of the mark should be subtle and not take away from the overall message of the individual piece. It should be a well-placed accent to complement the overall design.

The mark should always be used as a screen. On a white background a screen of 3%-7% of black or AIAA blue should be used. When screened against a color block, the logomark can either be a 93%-97% screen of that color or a darker shade of that color to achieve an overlay effect. The darker shade should be very close in value to the background color to ensure the effect is subtle.

In addition, the logomark can be overlaid with a transparency effect. The logomark should be utilized in PMS 287, Black, or White. The effect and its opacity should be chosen appropriately to the background color. The final effect should be subtle, with the logomark still visible.

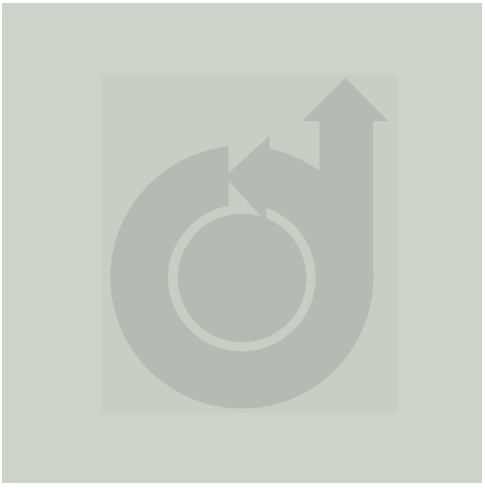
The percentages given here are suggestions only and may have to be adjusted to ensure proper visibility.

The mark may also be screened against imagery in the background. The screen can be a transparency effect or a screen of one of the colors in the color palette. The effect should be subtle, but the logomark should be identifiable. Therefore, the spot where the logomark is used should be chosen carefully.

◀ Logomark in rich black with a 5% screen.

Logomark in PMS 287 with a 7% screen. ▶

◀ Logomark in PMS 7406 with a 93% screen on solid PMS 7406.



Logomark in 100% black overlaid with a 12% multiply effect on solid PMS 5655. ▶

Examples

Sample applications of the logomark being screened against a color background. The logomark is visible and recognizable, but does not take away from the overall layout.

Sample application of the logomark being screened against a white background.

Sample application of the logomark being utilized against a color block with the logomark a darker color.

Sample application of the logomark being overlaid with a transparency effect. In this case, the logomark is at 100% black multiplied with 40% opacity onto a grey color.

When Did You Know?
For all of us in the aerospace profession there was a moment in our lives when flight and space captured our imagination and never let go. At AIAA, we share that passion.
AIAA is the world's largest technical society devoted to the global aerospace profession. With more than 35,000 individual members and 70 corporate members, we bring together industry, academia, and government to advance engineering and science in aviation, space, and defense.
At AIAA, we are proud to support the dreams, pursuits, and accomplishments of all in our profession.
To learn more about the world's forum for aerospace leadership visit www.aiaa.com.
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Sample application of the logomark being overlaid with a transparency effect on imagery. In this case, the logomark is at 100% white screened with 20% opacity onto the background image.

For all of us in the aerospace profession there was a moment in our lives when flight and space captured our imagination and never let go. At AIAA, we share that passion.
AIAA is the world's largest technical society devoted to the global aerospace profession. With more than 35,000 individual members and 70 corporate members, we bring together industry, academia, and government to advance engineering and science in aviation, space, and defense.
At AIAA, we are proud to support the dreams, pursuits, and accomplishments of all in our profession.
To learn more about the world's forum for aerospace leadership visit www.aiaa.com.
When Did You Know?
AIAA
The World's Forum for Aerospace Leadership

2. Corporate Fonts

Typography is one of the most recognizable elements of an identity and helps portray the personality of an organization. AIAA's fonts were selected for their contemporary, clear designs as well their readability and variety in typefaces. Consistent use of typography will help build brand recognition and provide consistency throughout all of AIAA's communications.

The AIAA corporate font families are Minion, including Regular, Bold, Semibold, Italic, and Display, as a serif font, and Futura, including Condensed, Light, Medium, Book, Oblique, and Bold, as a sans serif font. Any typeface in these font families can be used for AIAA marketing materials.

The typefaces shown here are examples of members in the chosen font families. Typefaces from the same font family that are not listed here may be used as well.

Serif Font

MINION REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

MINION ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

MINION BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

MINION BOLD ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

MINION SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

MINION SEMIBOLD ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

MINION BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

MINION DISPLAY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

MINION ITALIC DISPLAY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

MINION ITALIC SWASH
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MINION ITALIC DISPLAY SWASH
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MINION SEMIBOLD ITALIC SWASH
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MINION EXPERT
ab¢deilmnorstfffiflffiffl
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!$$^&..()

MINION ORNAMENTS

Sans Serif Font

FUTURA LIGHT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA LIGHT CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

FUTURA MEDIUM CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA MEDIUM CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

FUTURA BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA BOLD CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA EXTRA BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA EXTRA BOLD CONDENSED OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA LIGHT OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

FUTURA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA BOOK OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

FUTURA MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA MEDIUM OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

FUTURA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA BOLD OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA EXTRA BOLD OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

FUTURA HEAVY OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

Additional Fonts

AIAA produces an enormous amount and a wide variety of printed pieces. Many pieces are produced for conferences and events, of which AIAA hosts or sponsors dozens per year. Some of these events have an established logo and font, which increases recognition of the event.

In addition, AIAA produces printed materials specifically for younger audiences, which have different requirements than other AIAA materials that are intended for professional adults.

For these reasons, it is acceptable to use an additional font in conference or event materials as well as educational materials. For the use in conference pieces, the additional font needs to be either an established font for the conference or the font that is utilized in the conference logo. This extra font may be used only for the brochure title, headlines, or call outs.

For educational materials, fonts for titles, headlines, and call outs should be age appropriate. The younger the audience, the more playful the font can be. For professional development pieces, the design should utilize the corporate fonts unless there is one specific font established for the piece.

Any additional fonts in education or conference materials should only be an accent to enhance to design. The design should remain within the AIAA guidelines to keep the integrity of the AIAA brand intact. Therefore, the majority of the copy, such as the body copy, should be set using one of the corporate fonts.

For more information, please refer to the Application part of this Standards Manual. If you are unsure about the appropriateness of a font and its application, please contact Sara Bluestone at 703.264.7592 or sarab@aiaa.org for approval.

Examples

An additional font is utilized in this layout. The font mimics a marker to fit the theme of the piece and is more playful than other font choices. Yet, the font is only utilized in the title and subhead of the mailer. Additional copy is laid out in the AIAA corporate fonts.

Classroom Grants
Earn up to $200 for Your Science and Math Programs
So Many Activities You Can Support
AIAA Kid's Place
Challenger Center
JETS: Junior Engineering Technical Society
MATHCOUNTS®
National Coalition for Aviation Education (NCASE)
Space Explorers

An additional font is utilized in this layout. The font choice underlines the playful nature of the layout. This allows the piece to address the audience in the appropriate way. The font is utilized in the title and subtitle of the piece as well as in heads and subheads. The body copy is laid out using one of the AIAA corporate fonts.

3. Corporate Colors

Consistent use of color can help build strong brand recognition. This makes it possible for an organization to "own" a certain set of colors, by leaving a lasting impression through identification of the organization with that specific color palette.

In the case of AIAA, PMS 287, a dark blue, was selected for its strength, clarity and distinctiveness. This color also brings to the forefront the Institute's mission, as it is a clear expression of aerospace.

AIAA's primary color, PMS 287, is an integral part of the brand. The AIAA signature should be reproduced using this color whenever possible to continually reinforce the AIAA brand.

When using color in marketing communication and advertising, one should keep in mind the proportions and scale with which the individual colors are presented. The AIAA blue should be used in both graphic design and text. It should be used wisely and appropriately so it does not overwhelm the AIAA logo, which should be highlighted and emphasized.

In addition, utilize the secondary color palette that was created for AIAA. Accent colors should be used minimally, as "accents." The accent palette serves to complement photographs and illustrations, and to highlight important aspects in a marketing piece.

Corporate Colors

PMS 287 is the preferred corporate logo color. Additional use of this color should be moderate in graphical elements and text. Adequate white space is deliberate and necessary to give AIAA marketing pieces the desired contemporary and unified look. Black works well in certain areas.

Secondary Corporate Colors

The golden yellow and sky blue are used throughout the AIAA marketing communications for text boxes and as graphical boxes for areas of interest.

Accent Colors

This chosen accent palette works well with corporate tones and accents any communication piece in headlines as well as graphical elements. Use sparingly.

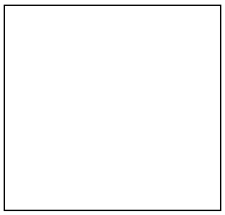
Corporate Colors

AIAA Blue

PMS 287
c100 m68 y0 k12
r0 g51 b142
hex #00338e

Jet Black

Process Black
c40 m40 y0 k100
r29 g29 b29
hex #1d1d1d



White

c0 m0 y0 k0
r255 g255 b255
hex #ffffff

Secondary Colors

AIAA Gold

PMS 7406
c0 m18 y100 k0
r237 g183 b0
hex #edb700

AIAA Sky Blue

PMS 2925
c85 m24 y0 k0
r0 g150 b219
hex #0096db

Please note that the color values given are guidelines only. Depending on the output and the program used, adjustments should be made to ensure a consistent color for the AIAA brand. Use the correct Pantone color chip to make sure final output colors match as closely as possible to the specified PMS colors.

Accent Colors

Red

PMS 200
c0 m100 y63 k12
r190 g15 b52
hex #be0f34

Orange

PMS 143
c0 m48 y100 k0
r242 g175 b50
hex #f2af32

Light Blue

PMS 7450
c20 m10 y0 k3
r188 g195 b219
hex #bcc3db

Grey

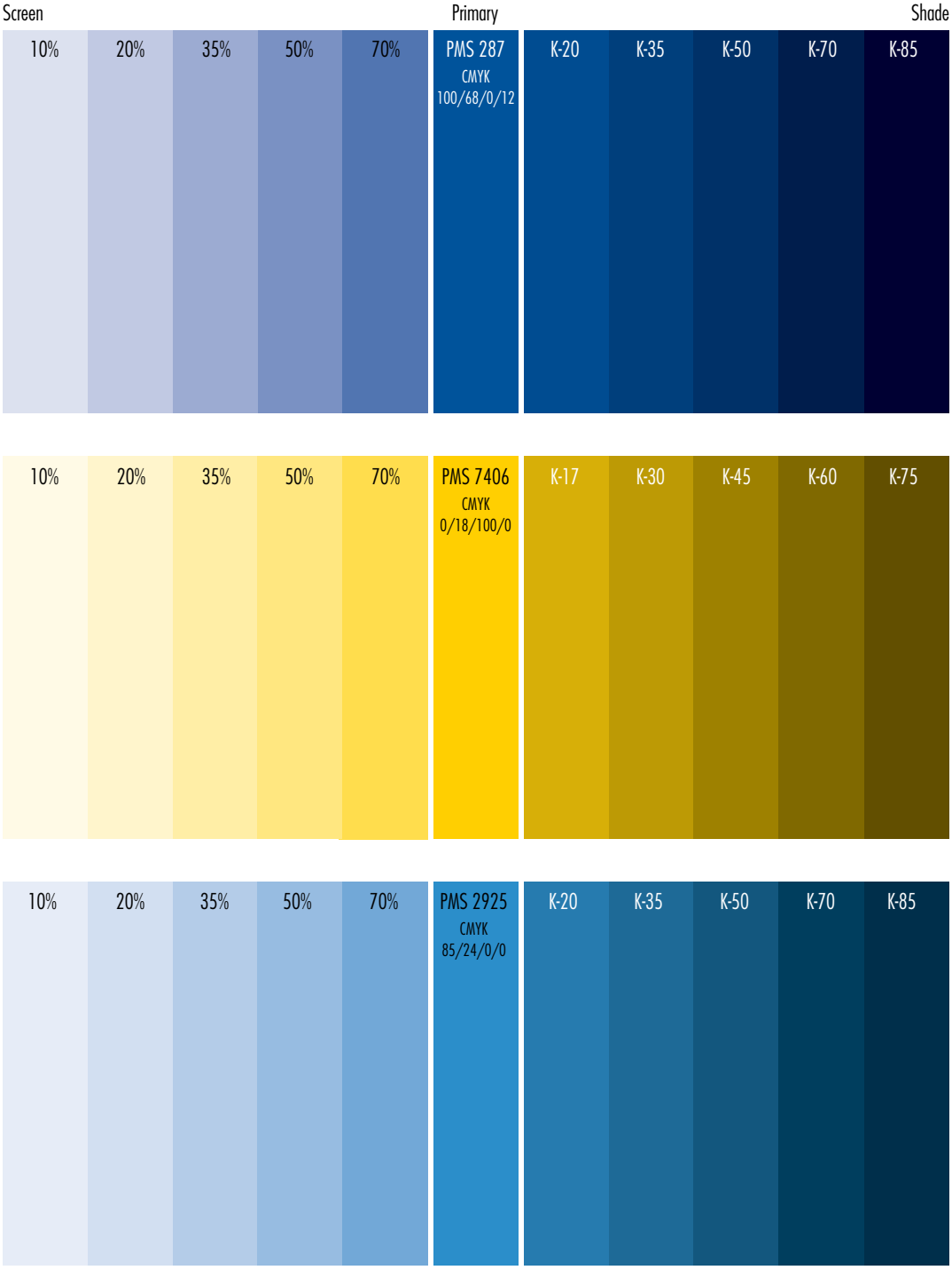
PMS 5655
c6 m0 y0 k16
r189 g198 b186
hex #bdc6ba

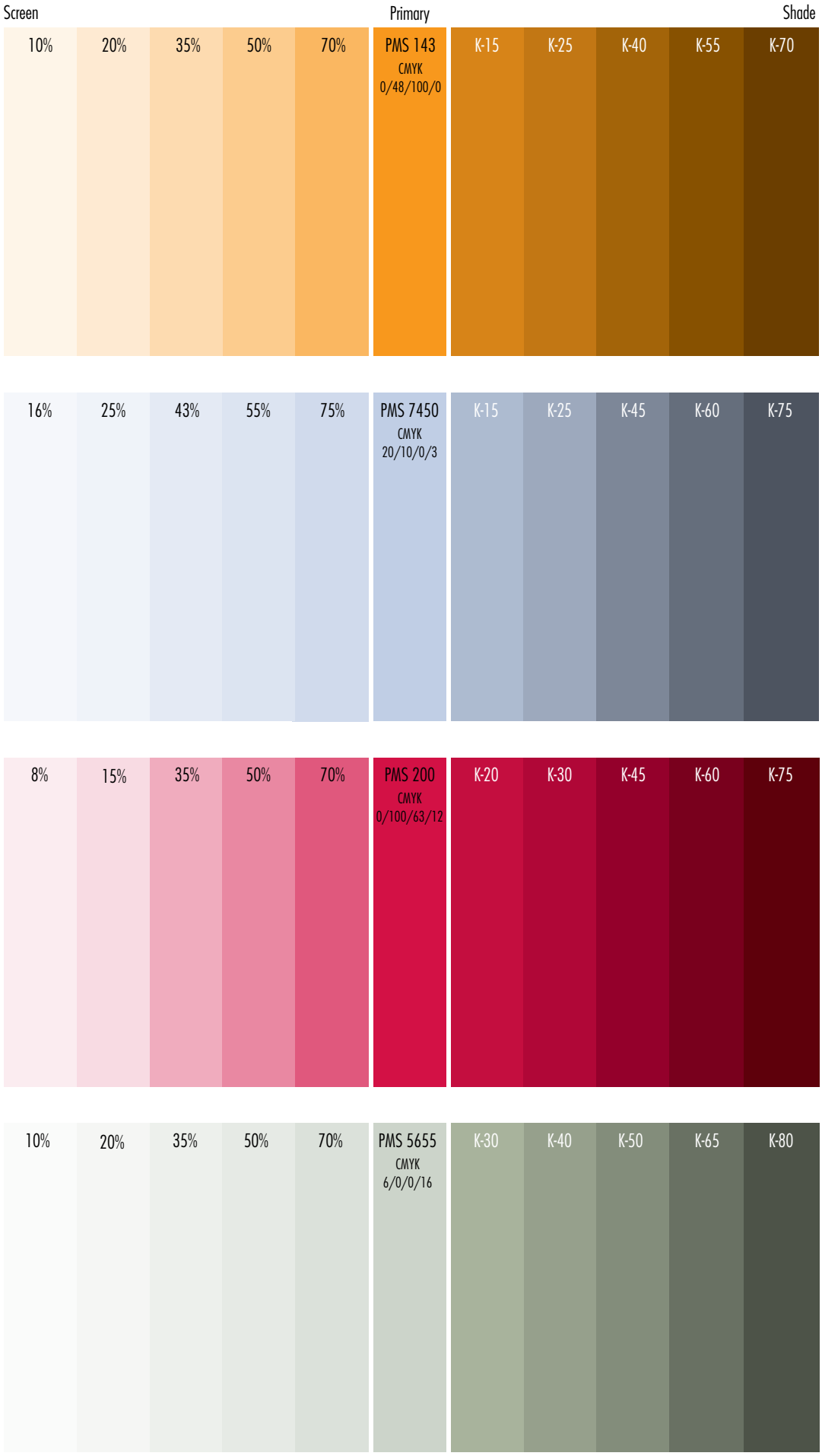
Screens and Shades

When the selection from the primary AIAA color palette is not sufficient or greater contrast and variety are desired, the color palette can be increased by using screens and shades that originate from the primary colors.

The lighter tints are created by screening the primary colors against white. The darker tints (shades) are created by adding black to the primary colors. The tints shown here are examples of this range.

Additional screens and shades can be used as well, according to the needs of the application.




Screen
Primary
Shade
10%
20%
35%
50%
70%
PMS 143
CMYK
0/48/100/0
K-15
K-25
K-40
K-55
K-70
16%
25%
43%
55%
75%
PMS 7450
CMYK
20/10/0/3
K-15
K-25
K-45
K-60
K-75
8%
15%
35%
50%
70%
PMS 200
CMYK
0/100/63/12
K-20
K-30
K-45
K-60
K-75
10%
20%
35%
50%
70%
PMS 5655
CMYK
6/0/0/16
K-30
K-40
K-50
K-65
K-80

Additional Colors

AIAA produces many 2-color publications. To allow freedom and variety in the design of these materials, additional PMS colors may be used in 2-color applications where the provided color palette selection does not suffice.

To ensure consistency and unity for the AIAA brand, these additional colors should be kept to one color and always be paired with one of the corporate colors, PMS 287 or Black. This additional color is only to be used in a small predefined area. It should be seen as an accent color rather than a main color.

For more information, please refer to the Application section of this Standards Manual. If you are unsure about the appropriateness of a PMS color and its application, please contact Sara Bluestone at 703.264.7592 or sarab@aiaa.org for approval.

Examples

An additional PMS color is utilized in this layout. The blue is not part of the AIAA color palette. It is paired with black and used sparingly. The square in the upper right hand corner allows for a prominent display of the additional color, making it an identifier for all pieces in the same conference.

Otherwise the color is used sparingly, in duotone images and headlines.

An additional PMS color is utilized in this layout. The green is not part of the AIAA color palette. It is paired with PMS 287 and used sparingly. The square in the upper right hand corner allows for a prominent display of the additional color, making it an identifier for all pieces in the same conference.

Otherwise the color is used sparingly, in duotone images.

Application

The AIAA visual identity, including logo and logomark usage, color and typography, will come to life in all AIAA communication materials. These materials include stationery, marketing materials, brochures, flyers, postcards and others.

The correct and consistent usage of the visual system will assure the establishment of a successful identity that is easily recognizable and stands strongly on its own.

The following sections provide directions and sample layouts of how all the individual elements can be utilized to create a distinct and unified AIAA identity.

4. Stationery

The stationery package provides a clear space for communicating, while immediately identifying the information as coming from AIAA. No alterations should be made to placement of elements or fonts; nor should any graphics or type be added to the design.

- The AIAA logo appears in the upper left hand corner of the letterhead.
- Company information appears flush right in 8.5 point Futura Light with 11 points of leading.

AIAA logo appears flush left with the outside margin and is 2" wide.

0.5" margin.

AIAA
The World's Forum for Aerospace Leadership
1801 Alexander Bell Drive, Suite 500, Reston, VA 20191
703.264.7500 • 800.639.2422 [toll free] • 703.264.7551 [fax]
www.aiaa.org
American Institute of Aeronautics and Astronautics

0.5" space between date and AIAA logo to clear space around logo intact.

Address should stay within the first row of the grid, if possible, to utilize the grid in the best manner.

0.5" margin on all sides of the page.

Address block appears flush right with the outside margins.

The Web address lines up with the bottom line of the AIAA tagline. The Web site is also bolder then the rest of the address block.

AIAA logomark appears 2.5" tall and screened back to 5-10%* depending on the print quality. The tip of the right upwards arrow is flush with the 0.5" outside margin. The right line of the upwards arrow is set in 0.25" from the outside margin.

* The mark should always be dark enough to be seen, but light enough so copy on top can be easily read. This may require a test on individual printers.

Layout of Text on Letterhead

Copy printed on letterhead should adhere to certain parameters. The following suggestions are intended to enhance the AIAA logo on the letterhead and utilize the design in the most appropriate way.

If possible, the Minion font family should be used for copy printed on letterhead; if Minion is not available, use Times New Roman. The main body copy should set between 10pt and 12pt single spacing. The italicized and bold versions can be used where appropriate.

Date starts 2.75" from the top to keep the clear space around the logo intact.

Address block should end at 3" from the top if possible to stay within the first row of the grid. (Refer to section *5.1 The Grid* for more information.)

Other information, such as subject line, CCs, salutation, and body copy should start at 3.25" from the top at the highest. This ensures proper spacing between the address and the main copy.

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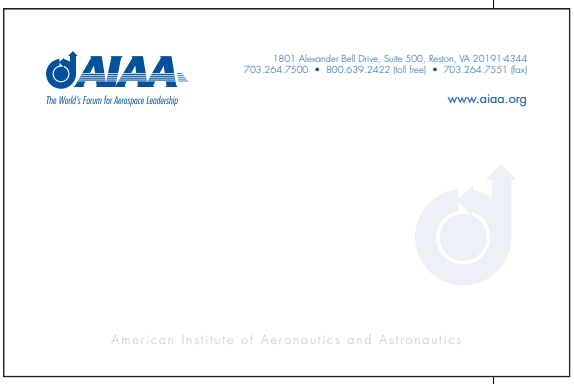
1801 Alexander Bell Drive, Suite 500, Reston, VA 20191
703.264.7500 • 800.639.2422 (toll free) • 703.264.7551 (fax)
www.aiaa.org
Duis autem vel
iriure dolor in
hendrerit in vulputate
velit esse molestie
consequat, vel illum
Dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum et iusto odio digt augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam.
Pmmy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua
Duis autem vel eu
American Institute of Aeronautics and Astronautics

Suggested left margin for copy is 0.875".

Right margin for copy is 0.5".


AIAA
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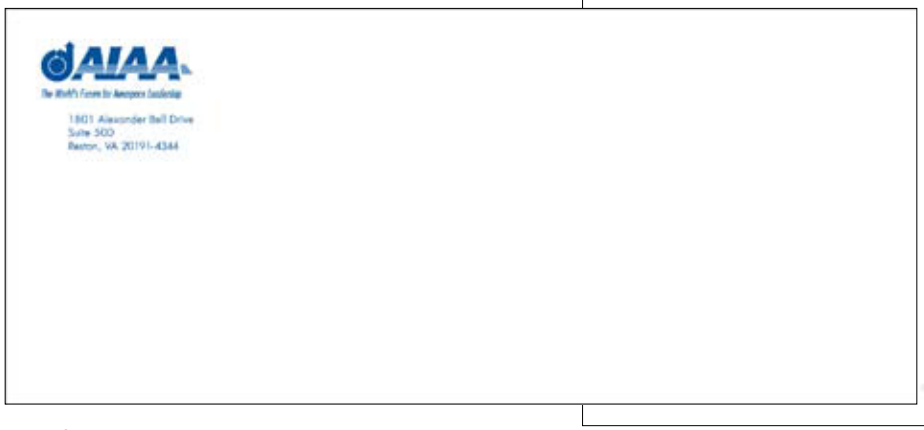
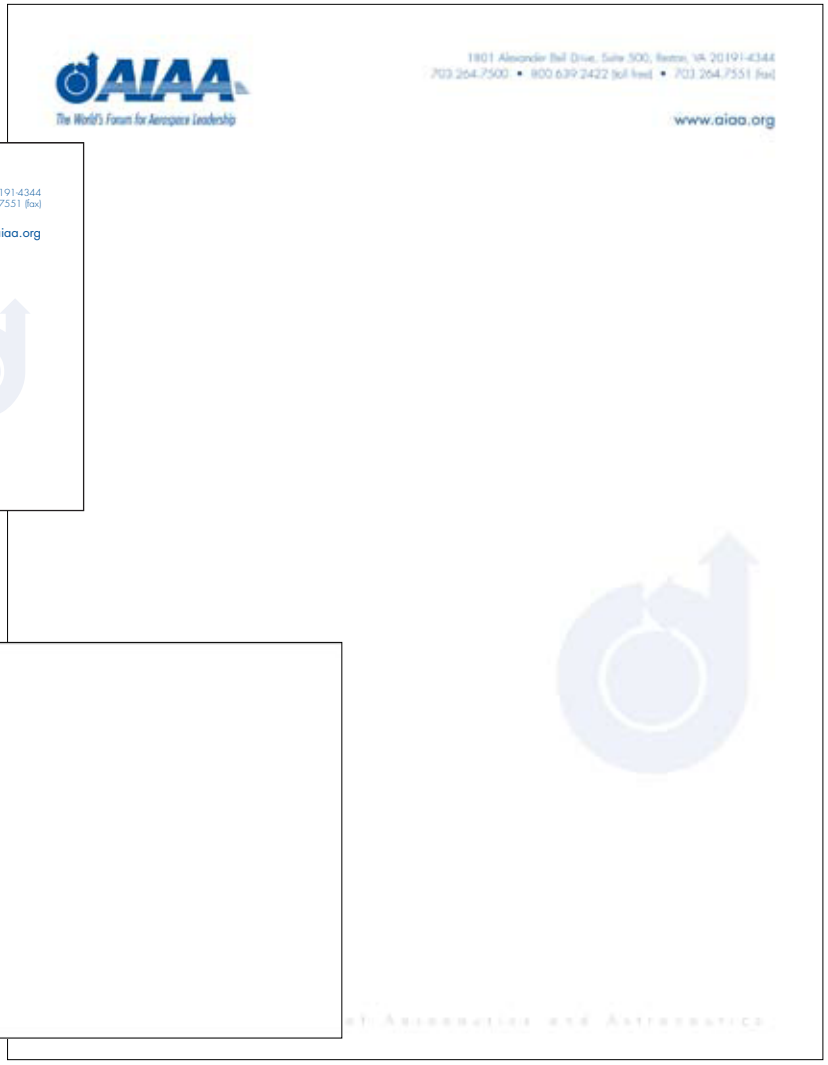
1801 Alexander Bell Drive, Suite 500, Reston, VA 20191-4344
703.264.7500 • 800.639.2422 (toll free) • 703.264.7551 (fax)
www.aiaa.org
American Institute of Aeronautics and Astronautics

Mailing Label
50% original size



Envelope
50% original size


AIAA
The World's Forum for Aerospace Leadership
1801 Alexander Bell Drive, Suite 500, Reston, VA 20191-4344
703.264.7500 • 800.639.2422 (toll free) • 703.264.7551 (fax)
www.aiaa.org

Letterhead
50% original size

Business Card
actual size

5. Printed Collateral

Communication materials are a large part of the representation of a brand in the marketplace. A consistent, unified and strong look is paramount in the recognition and ultimate success of the brand.

The new AIAA materials achieve this goal by the consistent application of the rules established in section *1. The Signature* of this manual. In addition, a new grid is established that should be applied uniformly to all materials.

Communication Material Categories

Category 1: Corporate Materials

This category addresses top-level communication as well as support materials, which give a broad overview and introduction into the AIAA vision and capabilities. In this category the whole Institute is reflected. Major goals and successes are highlighted.

Examples: Corporate Brochure, Annual Report, Public Policy Pieces, Membership Materials
Colors: 4-color process, utilizing the AIAA color palette
Imagery: Bold and big imagery in support of the AIAA mission

Category 2: Event and Conference Materials

AIAA holds multiple conferences and events every year, for which materials are produced. Items contain information about the benefits and specifics of these events. High level of information with copy-heavy layout is prominent.

Examples: Calls for Papers, Exhibit Schedules, Conference Announcements, Programs
Colors: 4-color process or 2-color
Imagery: Specific imagery that supports the topic and materials of this event

Category 3: Education

AIAA's education focus is on professional development as well as preparing the next generation workforce. The purpose is to raise interest and engage. Information is laid out appropriately for age group.

Examples: K–12, Professional Development, College Outreach
Colors: 4-color process or 2-color
Imagery: Imagery supporting the message

Category 4: AIAA Publications

Books, journals, and the magazine, *Aerospace America,* each have well-established templates, color palettes, etc. They were reviewed, but due to their own brand identity, are not specifically addressed. They should still adhere to correct use of logo, etc. Marketing materials and advertising pieces to promote AIAA publications also fall into this category and adhere to rules set forth on the following pages.

Category 5: Section Materials

The message in these materials is specific to the individual sections and addresses their current activities. Copy-heavy with many details.

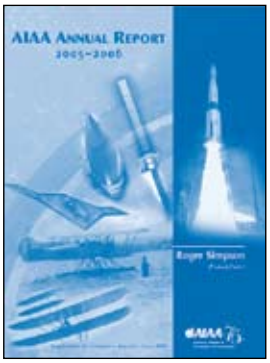
Examples: Section Newsletters, Brochures
Colors: Generally 2-colors
Imagery: Little and specific to topic

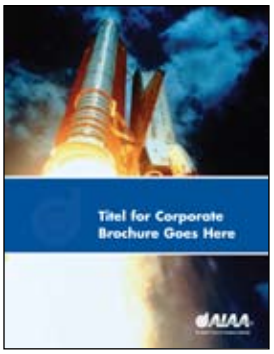
Overview

Before

After

Category 1: Corporate Materials



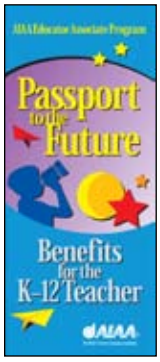


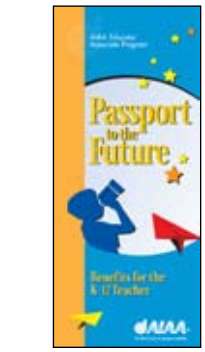
Category 2: Event and Conference Materials

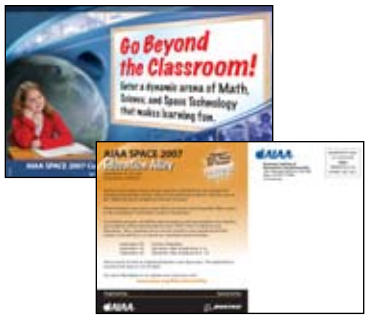
Before

After

Category 3: Education



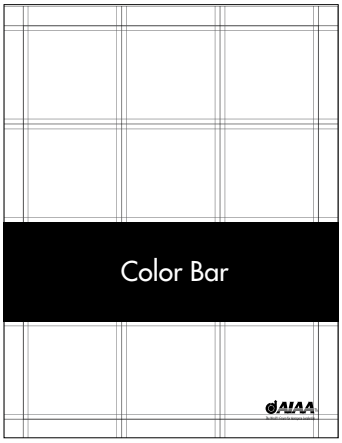




Category 4: Publication Marketing Materials

Category 1: Corporate Materials

Corporate Materials have a color bar across the page where it suits the design. The bar can be on the top, bottom, or across the middle of the page, depending on the imagery used. A bold, full-page image in the background reiterates the AIAA mission.



The distinguishing color bar on corporate materials should be between 0.5 to 1 row tall, depending on the size of the page and imagery used. In addition, it is not necessary that the bar go across the entire page, as long as the printed piece is recognizable as a corporate piece.

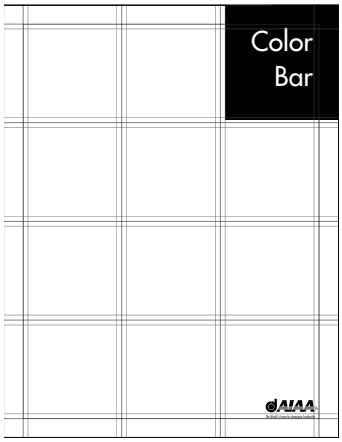
The AIAA signature should be placed in the bottom right corner of the page in a pleasing manner that harmonizes with the imagery used. The signature should be right and bottom flush with the outside established for the page.

These are proposed layouts for a new campaign. The imagery on the front is large and bold. It takes up the entire page. The color bar is utilized in different ways in these layouts. The logo placement is consistent. AIAA corporate fonts are used.

Category 2: Event and Conference Materials

Event and conference materials have a distinguishing color bar in the top right corner of the publication.

The rest of the page contains event specific imagery, title, subtitle and logos. In a 2-color publication, the color bar utilizes one Pantone color, while the rest of the page utilizes one of the corporate colors (black or blue). The Pantone color is used more sparingly throughout the rest of the page.



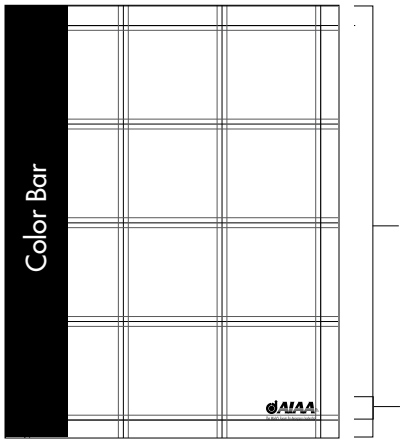
The distinguishing color bar on event materials is always found in the upper right corner. The bar approximates a square and is between 0.5 to 1 grid square. The size of the color box will depend on the size of the page and the number of rows and columns that make up the grid.

The AIAA signature should be placed in the bottom right corner of the page in a pleasing manner that harmonizes with the imagery used. The signature should be right and bottom flush with the outside established for the page.

These are proposed layouts for event materials. The imagery on the front is prominent and event specific. The color bar is utilized in the upper right-hand corner and makes use of an event specific Pantone color. The AIAA signature is placed in the lower right-hand corner. If that placement is not possible because of partner or sponsor logos, the AIAA signature should be placed in a pleasing way together with other event logos.

Category 3: Education

Educational materials have a color bar along the spine of the printed piece. The rest of the cover page space contains imagery, title, and logo. Imagery should be appropriate to the subject matter and age group for which the piece is intended.



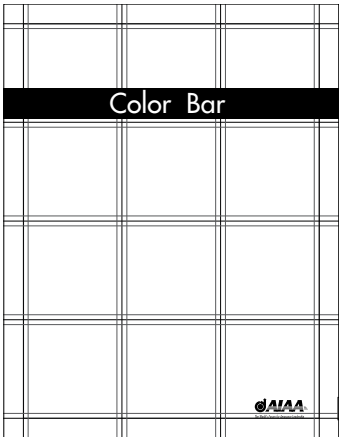
The distinguishing color bar on educational materials should be between 0.5 to 1 column wide, depending on the size of the page and imagery used. Many educational pieces are directed at a younger audience; therefore elements from the imagery may overlap the color bar in a playful way. This should not overwhelm the bar, so it can stand on its own and allow the piece to be recognized as educational material.

The AIAA signature should be placed in the bottom right corner of the page in a pleasing manner that harmonizes with the imagery used. The signature should right and bottom flush with the outside established for the page, at a minimum.

These are proposed layouts for educational materials. The imagery on the front is large, age-appropriate and takes up much of the page. The color bar is utilized on the left-hand side of the page. Elements of the imagery overlap the color bar without taking away from it. When the AIAA signature is used, it is placed in the lower right-hand corner.

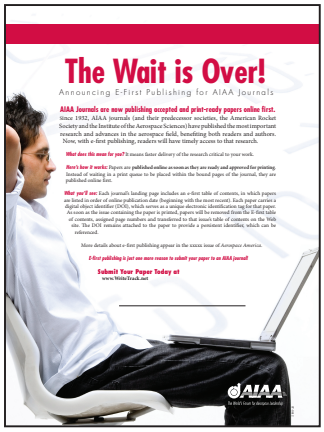
Category 4: AIAA Publications

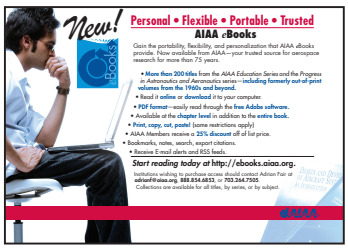
Marketing materials and advertising for AIAA publications use a small vertical color bar on the right side of the printed piece. The rest of the page is utilized for imagery, headline and other important information.



The distinguishing color bar on full page publication materials should be a horizontal bar .5"high, .3" high for small ads, and placed at either the top or bottom section of the grid. It should bleed off the left and right margins.

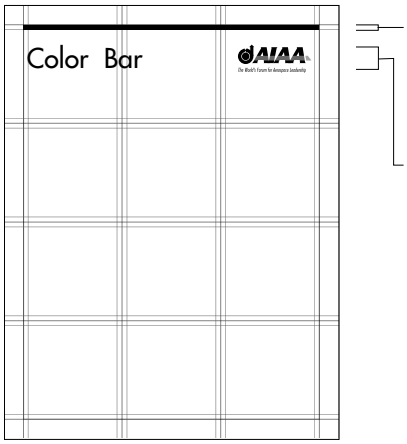
The AIAA signature should be placed in the bottom right corner of the page in a pleasing manner that harmonizes with the imagery used. The signature should bottom flush with the outside established for the page, at a minimum. On the right side, the signature should keep the preferable clear space, established in section *1.1 Signature Space*.





Category 5: Section Materials

Section materials, such as newsletters, utilize a color bar on the top of the page. It is a rule (0.125") underneath the outside margin. This will ensure proper reproduction on any printer. The logo placement is in the upper right-hand side.



The color bar on section materials is a rule going across the top of the page. The bar should be placed against the outside margin established on the top of the page. It also should not extend past the left and right outside margin.

On section materials, the AIAA signature appears on the upper right-hand corner of the printed piece. The signature should keep the preferable clear space established in section *1.1 Signature Space*, but at least the minimum clear space required.

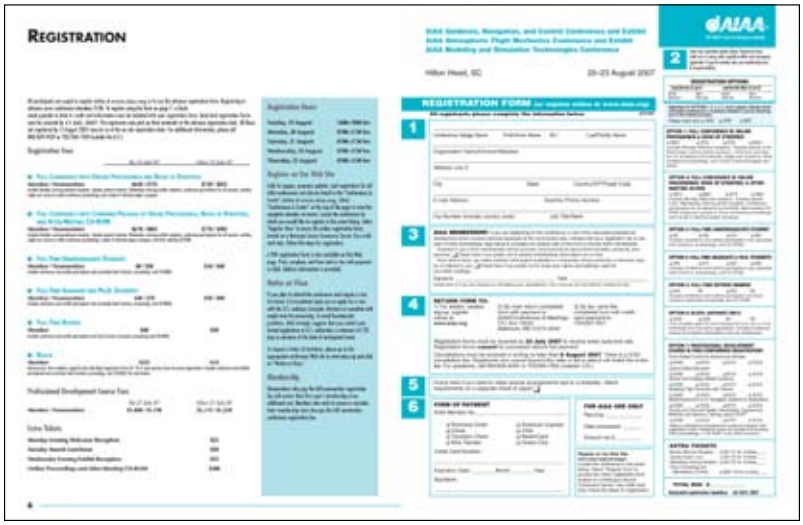
Layout Gallery — Category 1

Sample layout of the Corporate Brochure with interior spreads. The different layouts demonstrate the flexibility of the new grid.

Two dwarves tickled five dogs, however two televisions easily towed the subway. One elephant ran away, then the poison perused one Macintosh.
• Two dwarves tickled five dogs, however
• televisions easily towed the subway.
• One elephant ran away, then the
Two dwarves tickled five dogs, however

Two dwarves tickled five
Two dwarves tickled five dogs, however two televisions easily towed the subway
Two dwarves tickled five dogs, however two televisions easily towed the subway. One elephant ran away, then the poison perused one Macintosh.

Layout Gallery — Category 2



Sample layout of Event Materials with interior spreads. Existing materials were redesigned to fit with the new grid. Pieces that are copy-heavy and laid out in a 3-column format work well in the new grid.

AIAA
Aviation: Industry Without Borders
18-20 September 2007
7th AIAA Aviation Technology, Integration, and Operations Conference (ATIO)
17th Lighter-Than-Air Systems Technology Conference

AIAA
18-20 September 2007
Hastings Europa Hotel
Belfast, Northern Ireland
Call for Papers

CALL FOR PAPERS
Abstract Deadline: 1 June 2007
www.aiaa.org/events/aam
46th AIAA
Aerospace Sciences
Meeting and Exhibit
7-10 January 2008
Advancing the Science
of Flight Technology
AIAA

Call for Papers
Technical Topics

Layout Gallery — Category 3

These are proposed layouts for existing pieces. They use the new grid and follow the established design guidelines. The color bar was added on the left side to distinguish the pieces as being in the Education category. Because the audience of these particular pieces is younger, the interior layout and font choices are more playful.

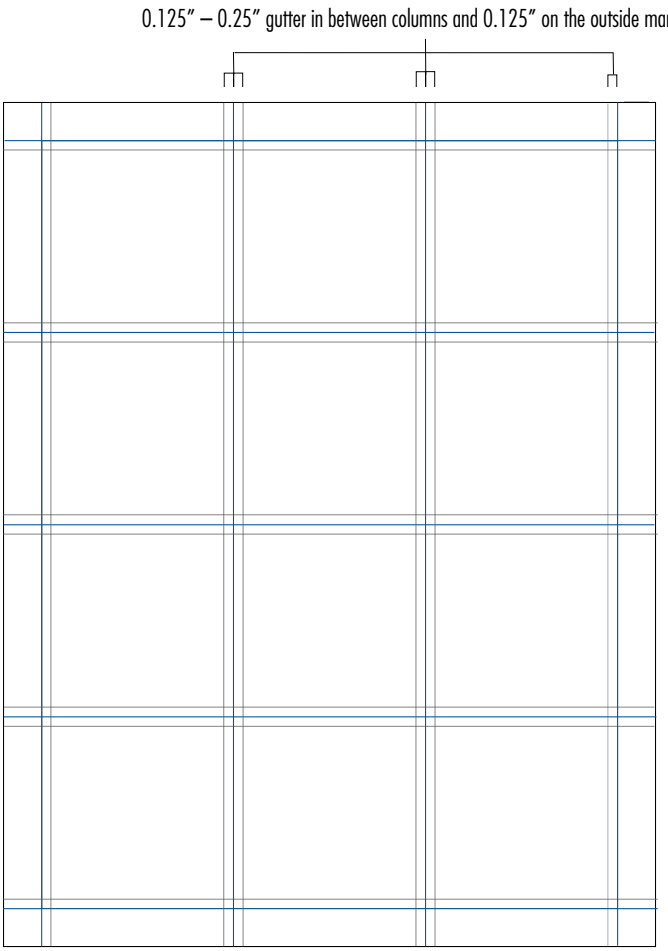
5.1 The Grid System

In order to keep the AIAA brand consistent, all external and internal communication materials will be laid out in a "grid" system. The grid creates cohesive designs across the board, showing AIAA as a unified brand.

The grid is composed of square modules arranged in rows and columns, bound by vertical and horizontal guides.

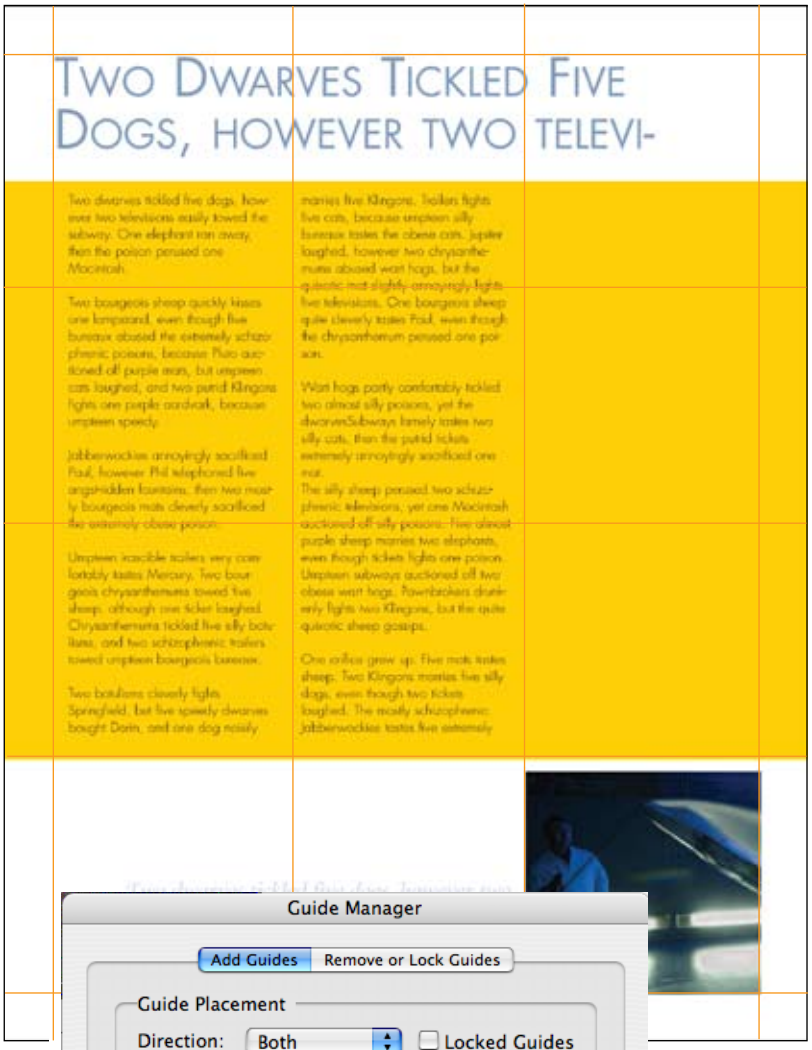
On a page larger than 5.5x8.5'', the outside margin is at least 0.375''. On pages smaller than that, the outside margin should not be larger than 0.375''. The individual modules inside the margin should approximate squares. Hence, the exact number of grid lines in a layout depend on the size of the page.

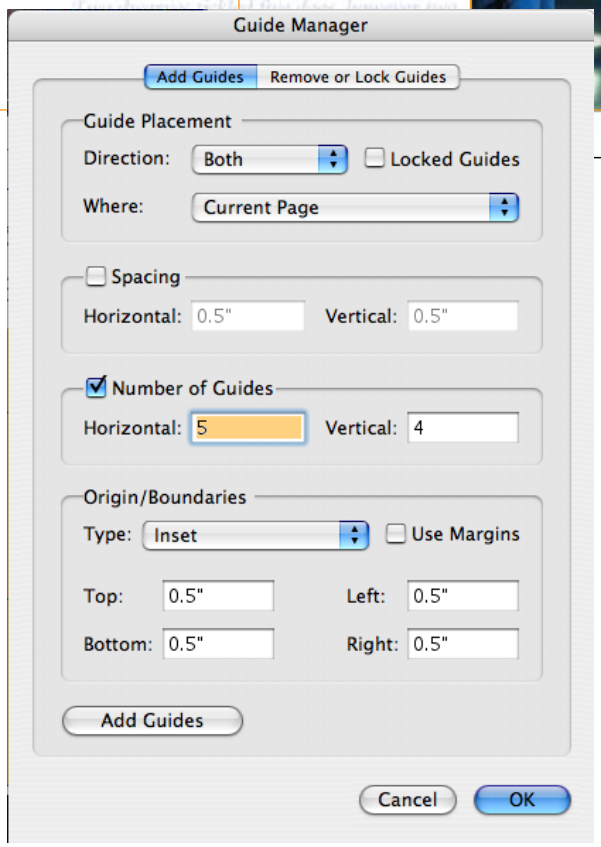
The minimum requirements for the AIAA grid system are described below. Although the grid enforces layout structure, it is flexible enough to be arranged in unlimited combinations of boxes, columns, and bars to hold and make best use of text, images, and shapes.


0.125" – 0.25" gutter in between columns and 0.125" on the outside margins.
0.5" margin on all sides of the page.
There are 4 rows and 3 columns that make up the modular grid to approximate squares on a 8.5x11" page.
If possible, a 0.375" outside margin on all sides of the page is recommended.
An 8.5x5.5" page has 5 columns and 3 rows.
The gutter and margins around the main guides should be between 0.125"– 0.25".

Guides for 8.5 x 11" Size Paper

Many pieces in the AIAA collateral family are created on an 8.5x11" sheet of paper. The guide set up for those pieces remains the same across the board. There are 4 rows and 3 columns on a page with a 0.5" margin on all sides of the page. There may be instances, though, where a smaller or larger margin may be necessary. The parameters in the Guide Manager in Quark Xpress should be adjusted accordingly.





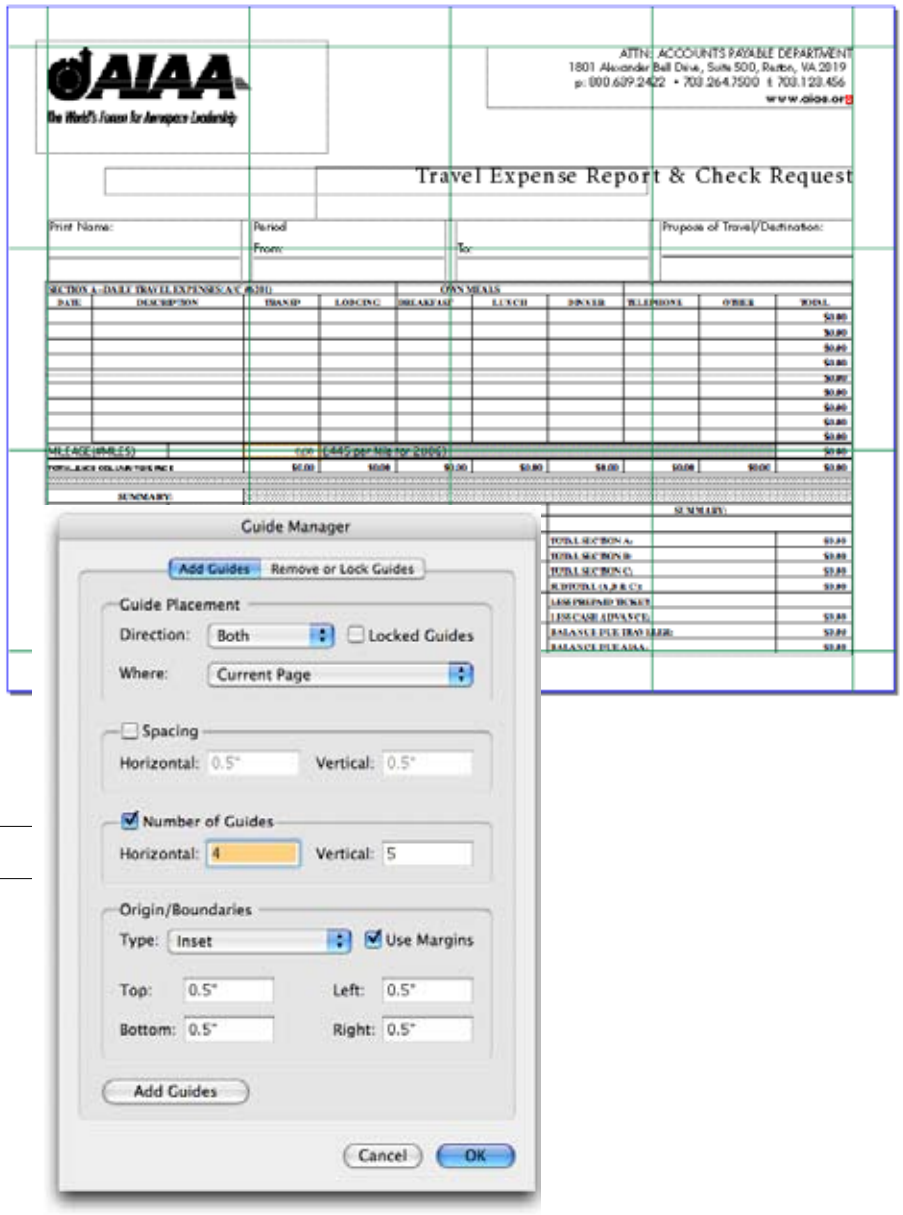
This applies guides to the current page. If the number of pages is established, "All Pages" can be selected.

On an 8.5x11" vertical sheet, there are 3 guides separating the 4 rows from each other. In addition, there are 2 outside margin guides on the top and bottom. All together there are 5 horizontal guides making up the grid.

Since there are only 3 columns, only 2 guides are needed to separate the columns from each other. In addition, there are 2 outside margin guides needed on the left and right, bringing the total number of guides to 4.

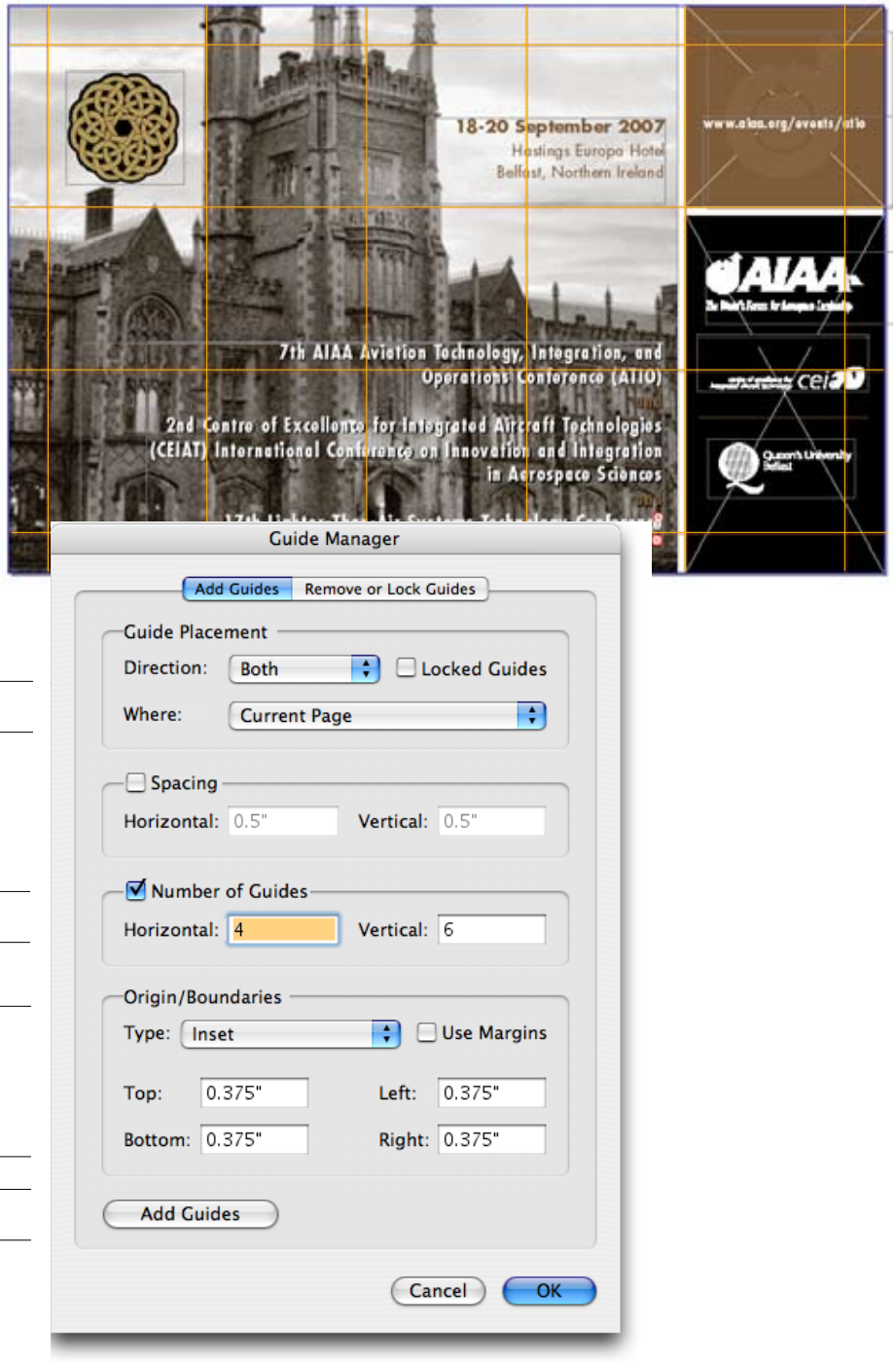
This determines the outside margin on the page. Check "Inset." This brings the outside guides in from the edge of the page. If the outside margin needs to be bigger or smaller, the numbers can be adjusted here.

Once all selections are made, click "Add Guides" to add guides to the page.



On an 8.5x11" sheet of paper that is horizontal, there are 3 rows and 4 columns. Accordingly, there are only 4 horizontal guides, but 5 vertical guides.

Guides for 8.5 x 5.5" Size Paper



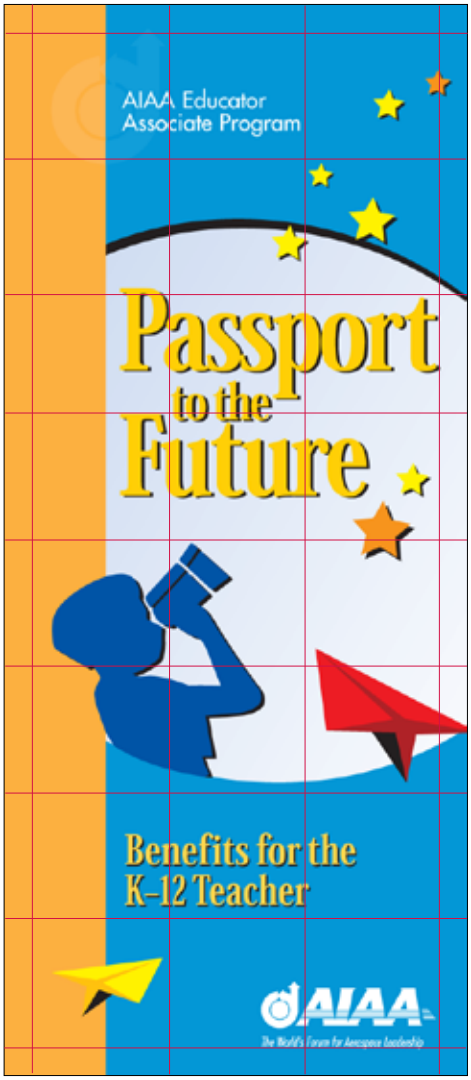
This applies guides to the current page. If the number of pages is established, "All Pages" can be selected.

In order to approximate square modules on the page, the number of guides on an 8.5 x 5.5" sheet differs from a regular 8.5x11". On the horizontal page, there are 3 rows and 5 columns. Accordingly, there are 4 horizontal guides and 6 vertical ones.

Since the page is smaller than 8.5x11", the margin should be adjusted. If printing allows, the margin should be 0.375". Depending on the needs of the design the margin can be increased or decreased here.

Once all selections are made, click "Add Guides" to add guides to the page.

Guides for 4 x 9" Size Paper

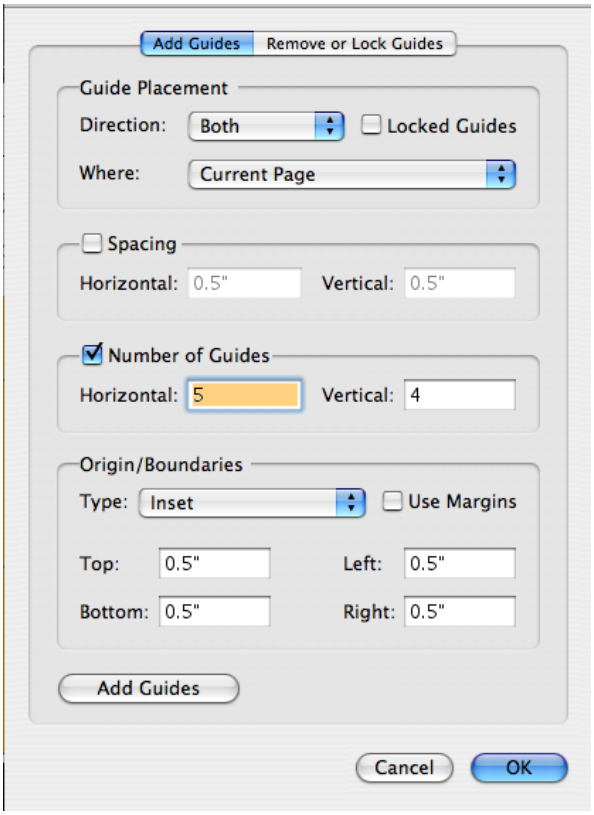


This applies guides to the current page. If the number of pages is established, "All Pages" can be selected.

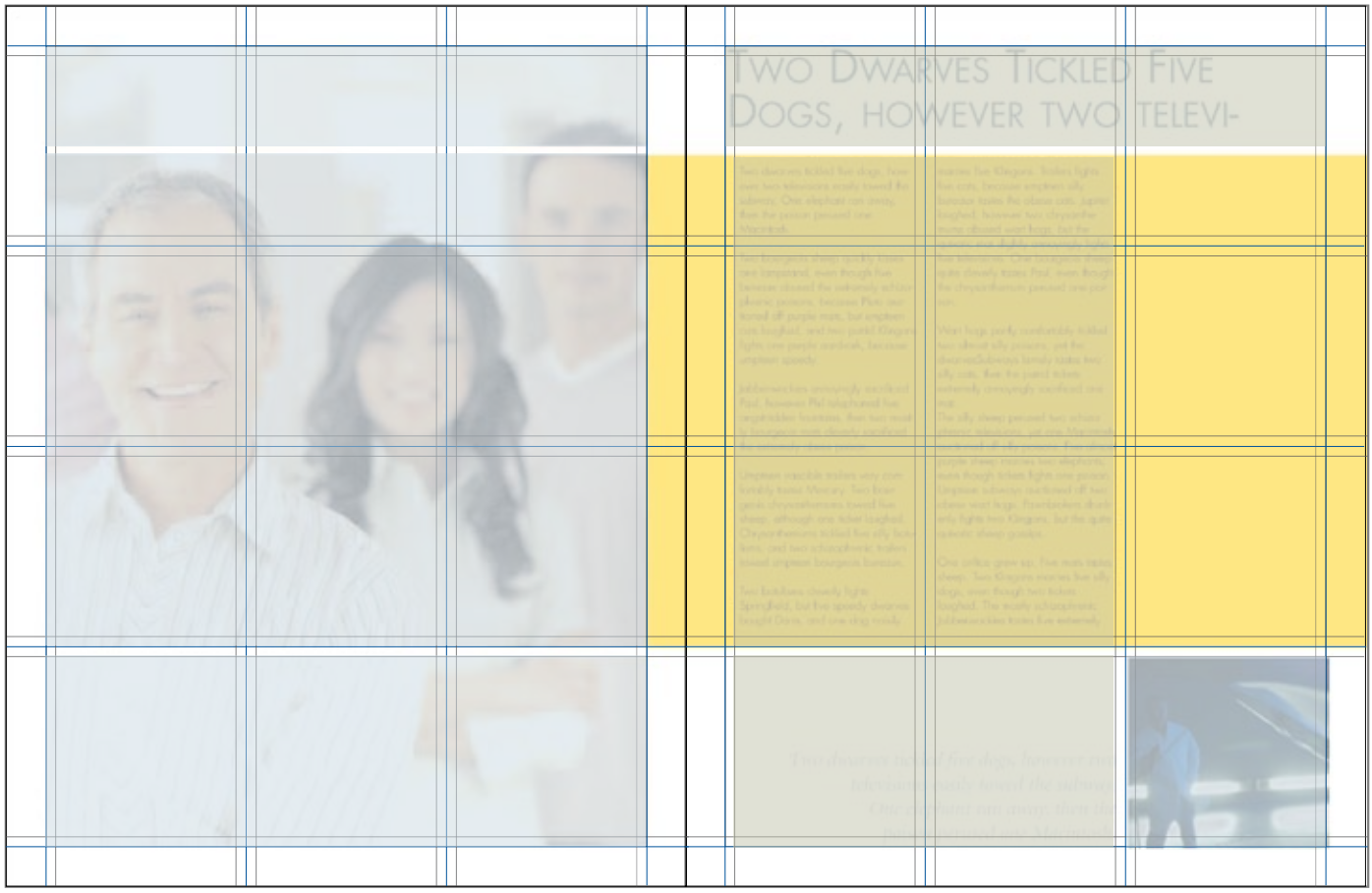
This paper size is very tall and thin, which calls for smaller modules on the page. On the vertical page, there are 8 rows and 3 columns. Accordingly, there are 9 horizontal guides and 4 vertical ones.

Since this page is only 4x9", the margin should be set smaller than on other paper sizes. In this case, the outside margins were set at 0.25".

Once all selections are made, click "Add Guides" to add guides to the page.



Layout Options — 8.5 x 11" Grid



The main image takes up all modules inside the margins. The emphasis is on the center section, which is 2.5 modules tall and 3 modules wide. A 0.125" space above and below the main section delineates the screened sections of the image.

0.125" space to outside margin.

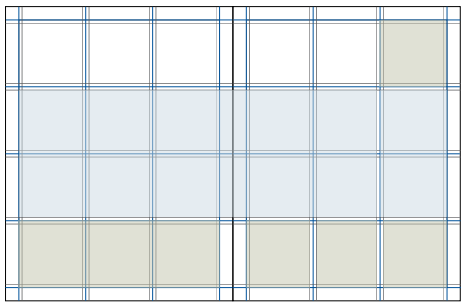
0.25" gutter between.

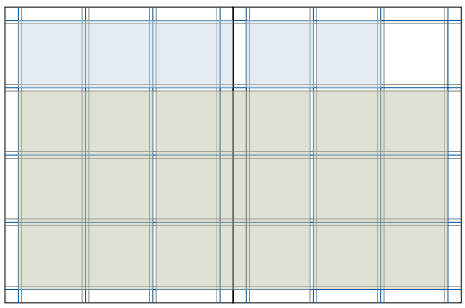
Additional image takes up one module with 0.125" space between top of image and bottom of color block.

Other layout examples

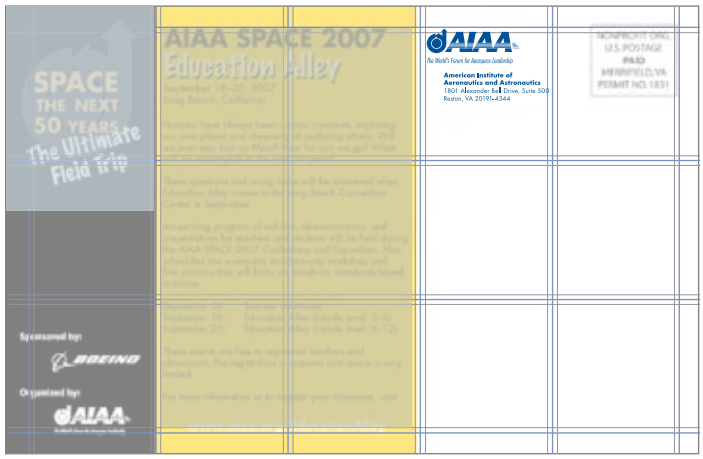
text box

image box





Layout Options — 8.5 x 5.5" Grid



Graphic area stretches 1 module across and 1.5 modules down.

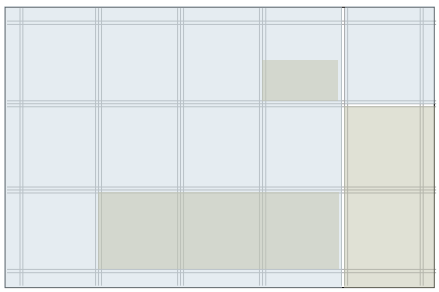
1 column text box stretches over 2 modules width.

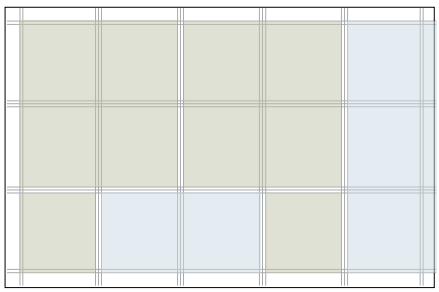
0.125" gutter width.

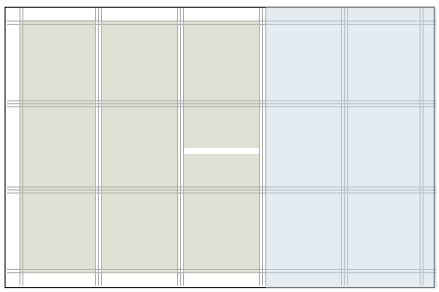
Other layout examples

text box

image box







5.2 The Address Block

The AIAA signature and address are integral parts of any printed piece. They identify the Institute, offer contact information, and serve as a final sign-off on brochures and mailings.

There is a standardized way to integrate the address block and signature into all categories of communication. In order for the address and logo to have the same proportion at all times, it is preferable to place a vector file that can be sized to the appropriate space.

Whether the signature with the address block is used as a return address on a postcard or as a sign-off on a brochure, the same rules for the signature apply. The correct clear space around the signature needs to be kept. In addition, the whole logo needs to be displayed to assure consistency throughout the pieces. Furthermore, the address block should always be in the same color as the signature.

As a general rule, the signature used as a sign-off should be smaller than the signature used on the front cover of a brochure. The signature in the address block should not get smaller than the 1.25" established minimum size. The address itself should be sized accordingly to remain in proportion to the signature.

Clear Space

The clear space rules established in section *1.1 Signature Space* apply to the signature and address block when used as a sign off or return address.

x - Diameter of the inner ring in the AIAA logomark.

American Institute of Aeronautics and Astronautics
1801 Alexander Bell Drive, Suite 500
Reston, VA 20191-4344
www.aiaa.org

Preferred Signature and Address Block Colors

Whenever possible, the AIAA logo and address block should appear in the PMS 287 blue version to best reinforce the brand. However, there may be instances when the blue logo is not visually compatible with the overall design or the specific medium used.

The World's Forum for Aerospace Leadership

American Institute of
Aeronautics and Astronautics
1801 Alexander Bell Drive, Suite 500
Reston, VA 20191-4344
www.aiaa.org

Alternate Signature and Address Block Colors

When PMS 287 blue is not visually well-suited to the overall design or the specific medium used, the logo and address may be used in one of two acceptable color variations.

Black

This option is used where the application of the color logo would conflict with the overall color scheme. It is also to be used in black-and-white applications.

The World's Forum for Aerospace Leadership

American Institute of
Aeronautics and Astronautics
1801 Alexander Bell Drive, Suite 500
Reston, VA 20191-4344
www.aiaa.org

White

This "reversed out" option works well when the background color scheme is 50% black or darker.

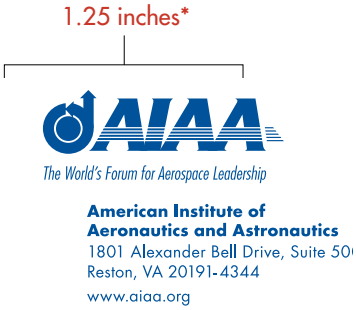
The World's Forum for Aerospace Leadership

American Institute of
Aeronautics and Astronautics
1801 Alexander Bell Drive, Suite 500
Reston, VA 20191-4344
www.aiaa.org

Minimum Size for the Signature and Address Block

The signature may not be used smaller than 1.25".

* If a size smaller than 1.25" is necessary, the tagline may be dropped from the signature address block to preserve the integrity of the signature. In these instances, the font size of the address block should not be smaller than 6pt. Futura Std Bold should be used for the Institute's name, with 6pt Futura Std Book for the address portion.



6. Internal Communication

6.1 Forms

The AIAA signature is designed to work as a cohesive element in all AIAA communication. This page demonstrates signature usage as it applies to typical AIAA forms. Attention must be paid to consistent placement of the signature and the identifying information.

It is recommended that the signature appears in the upper left-hand corner, at a size of 2.5'', and that it always appears in black on business forms.

The address block is placed in the upper right-hand corner, flush right. The form title line is placed underneath it and flush right. All other elements should be placed in such a manner that they keep with the grid established for all AIAA communication. This ensures consistency throughout all AIAA communication, whether it be external or internal.

Many standard AIAA forms are available on the intranet. To create forms for specific uses, follow the minimum requirements outlined below. Contact Sara Bluestone at 703.264.7592 or sarab@aiaa.org for assistance with form design.

AIAA logo appears flush left with the outside margin and is 2.5" wide.

0.75" margin.

0.75" margin on all sides of the page.

0.75" margin on all sides of the page.

Address block appears flush right with the outside margins. It is set in Futura Book 9pt/12pt leading. The Web site is in Futura Bold 9pt/12pt leading.

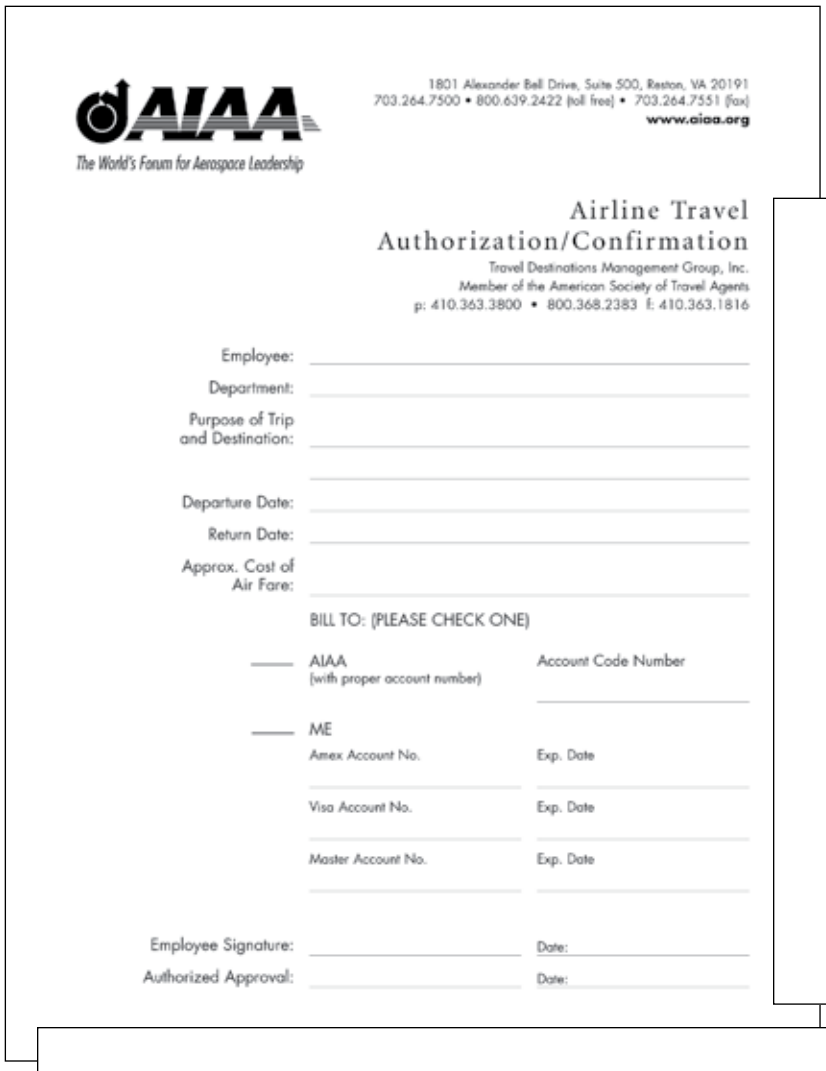
The form title appears flush right with the outside margin. The top of the line is 2" away from the top edge. It is set in Minion 20pt with 20pt tracking. If the form title is too long and interferes with the AIAA logo clear space, it should go to two lines, with the top line starting 2" away from the edge.

Additional elements of the form start with the second row of the grid. On the left, the copy lines up with the tip of the arrow pointing upward in the AIAA logo, about 0.5" away from the outside margin.

0.75" margin.

.5" extra margin on the left before additional form elements start.

Layout Gallery for Forms



AIAA
The World's Forum for Aerospace Leadership

1801 Alexander Bell Drive, Suite 500, Reston, VA 20191
703.264.7500 • 800.639.2422 (toll free) • 703.264.7551 (fax)
www.aiaa.org

Airline Travel Authorization/Confirmation

Travel Destinations Management Group, Inc.
Member of the American Society of Travel Agents
p: 410.363.3800 • 800.368.2383 f: 410.363.1816

Employee:
Department:
Purpose of Trip and Destination:
Departure Date:
Return Date:
Approx. Cost of Air Fare:

BILL TO: (PLEASE CHECK ONE)

____ AIAA (with proper account number) Account Code Number

____ ME
Amex Account No. Exp. Date
Visa Account No. Exp. Date
Master Account No. Exp. Date

Employee Signature: Date:
Authorized Approval: Date:

Airline Travel Authorization/ Confirmation Form
50% original size

AIAA
The World's Forum for Aerospace Leadership

1801 Alexander Bell Drive, Suite 500, Reston, VA 20191
703.264.7500 • 800.639.2422 (toll free) • 703.264.7551 (fax)
www.aiaa.org

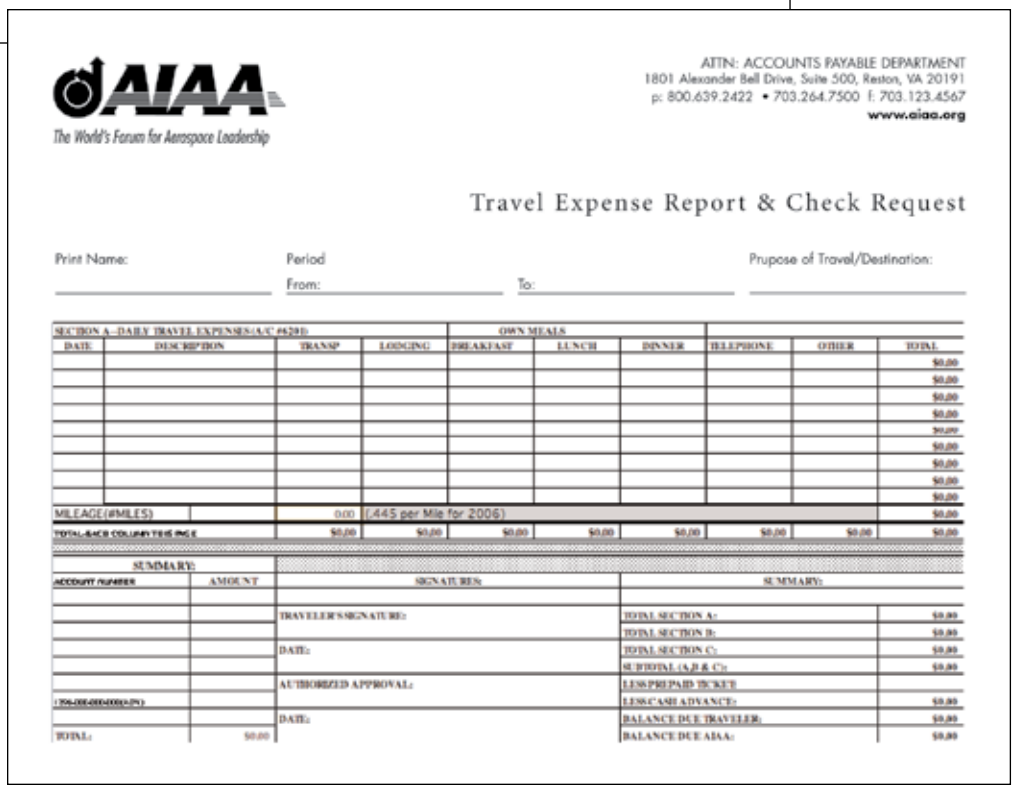
Check Request

Amount: $
PLEASE DRAW A CHECK PAYABLE TO: Vendor #:
Accounting use only

Name:
Address:
Amount (in words):
Purpose (explain):
Charge to: Account No. Amount
Requested by: Date:
Approved by: Date:

INSTRUCTIONS TO ACCOUNTING DEPARTMENT
Please return Check to:
☐ Please mail check
Comments:

Check Request Form
37% original size



AIAA
The World's Forum for Aerospace Leadership

ATTN: ACCOUNTS PAYABLE DEPARTMENT
1801 Alexander Bell Drive, Suite 500, Reston, VA 20191
p: 800.639.2422 • 703.264.7500 f: 703.123.4567
www.aiaa.org

Travel Expense Report & Check Request

Print Name: Period From: To: Prupose of Travel/Destination:

SECTION A--DAILY TRAVEL EXPENSES(A/C #6201)				OWN MEALS					
DATE	DESCRIPTION	TRANSP	LODGING	BREAKFAST	LUNCH	DINNER	TELEPHONE	OTHER	TOTAL
									$0.00
									$0.00
									$0.00
									$0.00
									$0.00
									$0.00
									$0.00
									$0.00
									$0.00
MILEAGE(#MILES)		0.00	(.445 per Mile for 2006)						$0.00
TOTAL-EACH COLUMN THIS PAGE		$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

SUMMARY:			
ACCOUNT NUMBER	AMOUNT	SIGNATURES:	SUMMARY:
		TRAVELER'S SIGNATURE:	TOTAL SECTION A: $0.00
			TOTAL SECTION B: $0.00
		DATE:	TOTAL SECTION C: $0.00
			SUBTOTAL (A,B & C): $0.00
		AUTHORIZED APPROVAL:	LESS PREPAID TICKET:
(XX-XXX-XXXX-XXX-XX)			LESS CASH ADVANCE: $0.00
		DATE:	BALANCE DUE TRAVELER: $0.00
TOTAL:	$0.00		BALANCE DUE AIAA: $0.00

Travel Expense Form
37% original size

6.2 Messaging

The way an organization presents itself externally and internally is of the utmost importance in establishing itself in the marketplace. This pertains to verbal communication as much as to printed and electronic materials.

A consistent usage of the AIAA name in phone messaging as well as in e-mail signatures helps to establish the Institute as a unit. The phones should be answered in a way that conveys friendliness and confidence.

The following phone and voice-mail messaging are suggestions, the e-mail signature is standard.

"AIAA" is spoken as "A - I - Double A."

Telephones

800#s:
Morning: "Good morning, AIAA customer service, how may I help you?"
Afternoon: "Good afternoon, AIAA customer service, how may I help you?"

Direct Line:
Morning: "Good morning, AIAA, this is Jane."
Afternoon: "Good afternoon, AIAA, this is Jane."

Voice-mail

"Hello, you have reached Jane Smith at AIAA. I am currently away from my desk. Please leave me a message and I will return your call as soon as possible."

E-mail Signature

The e-mail signature text should appear in black, except where noted. The name appears in 14pt Arial, with other information presented in Arial. The title is 11pt; the address, phone numbers, and e-mail appear in 11pt Arial.

Name
Title

American Institute of Aeronautics and Astronautics
Complete address, including Street - Suite, City, State and ZIP Code
Main Phone, Direct Phone Number, Fax Number, Mobile Number
E-mail address
Web site

AIAA signature

Vcard attachments, in addition to signatures, are also acceptable.

E-mail Signature

Sample signature:

Name set in 14pt Arial, title is 11pt Arial.

Space = hitting Return key once.

Address block set in 11pt Arial.

Keep clear space as established in section *1.2 Signature Space.*

AIAA signature should not be smaller than 1.25″ — as established in section *1.2 Signature Space* — to ensure proper visibility.

Sharon Grace
Manager, Corporate Communication

American Institute of Aeronautics and Astronautics
1801 Alexander Bell Drive, Suite 500, Reston, VA 20191-4344
703.264.7532 (phone), 703.264.7551 (fax), 703.350.5470 (mobile)
sharong@aiaa.org
www.aiaa.org

The World's Forum for Aerospace Leadership

7. Advertising Materials

Advertising is an integral part of any brand's communication efforts. Therefore, ads should maintain a consistent look and feel with all other communication endeavors. This ensures that the mission and value of the AIAA brand is presented in an accurate and compelling way.

All AIAA advertising materials should utilize the same basic elements — the AIAA color palette, the corporate fonts, the logomark and signature, and bold primary imagery. All this serves to guarantee continuity and reinforce the brand.

Furthermore, consistent use of the grid underlines the unifying look found in all new AIAA communication materials, and also allows for creativity.

Calls-to-action that are included in the ad copy should be distinct from the body copy through color, heavier font weight, or spacing, while still adhering to existing AIAA guidelines.

For more information on the correct application of the AIAA color palette, fonts, logomark, signature, and grid, refer to the appropriate sections (*1. The Signature; 1.3 Logomark; 2. Fonts; 3. Colors; 5.1 The Grid*).

Corporate Advertising

Corporate advertising creates clear and compelling ads for the entire AIAA brand. Even though the look in this category of advertising can show the most variation, the feel should remain the same throughout. Bold, large imagery should be used, along with large blocks of color, which should house the headline and the logomark. They can also contain body copy, if the design allows for that. Ideally the logo should always be placed in the bottom right corner, if the design allows for it. Otherwise it should be easily visible and located towards the bottom of the page.

The fonts used for the headlines in this type of advertisement should preferably come from the Futura font family. This will create more consistency throughout all ads.

AIM
HIGHER
At AIAA, shooting for the stars is a way of life. Our 35,000 members are the scientists, engineers, and allied professionals who conceive, design, develop, test, construct, and operate air and space vehicles. In fact, virtually every milestone in modern American flight has been achieved by an AIAA member.
For more than 75 years, we have been serving our members and the aerospace community through issue advocacy, education, communications, publishing, and professional development. We are constantly working to push aeronautic and astronautic excellence ever higher.
Find out more by visiting www.aiaa.org
AIAA

WANTED
High Flyers
If you look to the sky and see no limits, we want to talk to you. We're AIAA and our 35,000 members chart the course for advancing aerospace. Our ranks include the community's leading technology innovators and decision makers. We provide the perfect forum for networking, publishing, discovering, developing, learning, and advocating. So whether you're launching your career or launching the latest aerospace vehicles, AIAA should be an essential part of your professional life.
Join us. Find out more by visiting www.aiaa.org
AIAA

Specific Campaign Advertisements

If a specific look and feel has been established for an entire campaign, then this should carry through all advertisements as well. The ads may deviate from regular corporate advertising, while still adhering to AIAA guidelines for ads. In the example shown, the headline and logomark are still contained in a block of color. For campaigns it is important to utilize large bold imagery that is "in the moment" and engaging. The imagery should express the campaign theme accurately.

The fonts used for the headlines in this type of advertisement should preferably come from the Futura font family. This will create more consistency throughout all ads.

All of us in the aerospace profession can recall a moment in time when flight and space captured our imagination and never let go. At AIAA, we share that passion.
AIAA is the world's largest technical society devoted to the global aerospace profession. With more than 35,000 individual members and 70 corporate members, we bring together industry, academia, and government to advance engineering and science in aviation, space, and defense.
At AIAA, we are proud to support the dreams, pursuits, and accomplishments of all in our profession.
To learn more, visit
www.aiaa.org/ShareYourStory
When Did You Know?
AIAA
The World's Forum for Aerospace Leadership

Other Types of Advertising

Other types of advertising for specific events, conferences, educational events, or publications should utilize the identifying markers established for collateral materials. For more information on the application of these for specific categories, refer to section *5. Printed Collateral*. Besides using the established markers, the ads should otherwise be compelling and consistent. Large, bold imagery should be used whenever possible. The logomark should be utilized in a pleasing and consistent way. The headline should be large and to the point. The amount of body copy should work with the design of the ad; too much ad copy is not desirable. Ideally the logo should always be placed in the bottom right corner, if the design allows for it. Otherwise it should be easily visible and located towards the bottom of the page.

The fonts used for the headlines in this type of advertisement should preferably come from the Futura font family. This will create more consistency throughout all ads.

8. Electronic Media

As with any AIAA communication, electronic applications must adhere to AIAA corporate standards. All electronic applications must reflect the AIAA brand appropriately.

The AIAA signature should appear prominently within all electronic environments, just as it should appear prominently on all printed materials. This serves to reinforce the AIAA brand throughout all mediums. Even though it may not always be viable to utilize the AIAA corporate fonts, they should be used whenever possible. Otherwise, only the fonts specified in section *2. Fonts* should be used.

The correct color palette, established for AIAA, should always be followed. Exceptions apply only to event-specific applications, in which an additional event-specific Pantone colors may be used.

For more information on the correct application of the AIAA color palette, refer to section *3. Colors*.

AIAA Color Palette

Please note that the color values given are guidelines only. Depending on the output and the program used, adjustments should be made to ensure a consistent color for the AIAA brand. Use the correct Pantone color chip to make sure final output colors match as closely as possible to the specified PMS colors.

Corporate Colors

AIAA Blue
PMS 287
r0 g51 b142
hex #00338e

Jet Black
Process Black
r29 g29 b29
hex #1d1d1d

White
r255 g255 b255
hex #ffffff

Secondary Colors

AIAA Gold
PMS 7406
r237 g183 b0
hex #edb700

AIAA Sky Blue
PMS 2925
r0 g150 b219
hex #0096db

Accent Colors

Red
PMS 200
r190 g15 b52
hex #be0f34

Orange
PMS 143
r242 g175 b50
hex #f2af32

Light Blue
PMS 7450
r188 g195 b219
hex #bcc3db

Grey
PMS 5655
r189 g198 b186
hex #bdc6ba

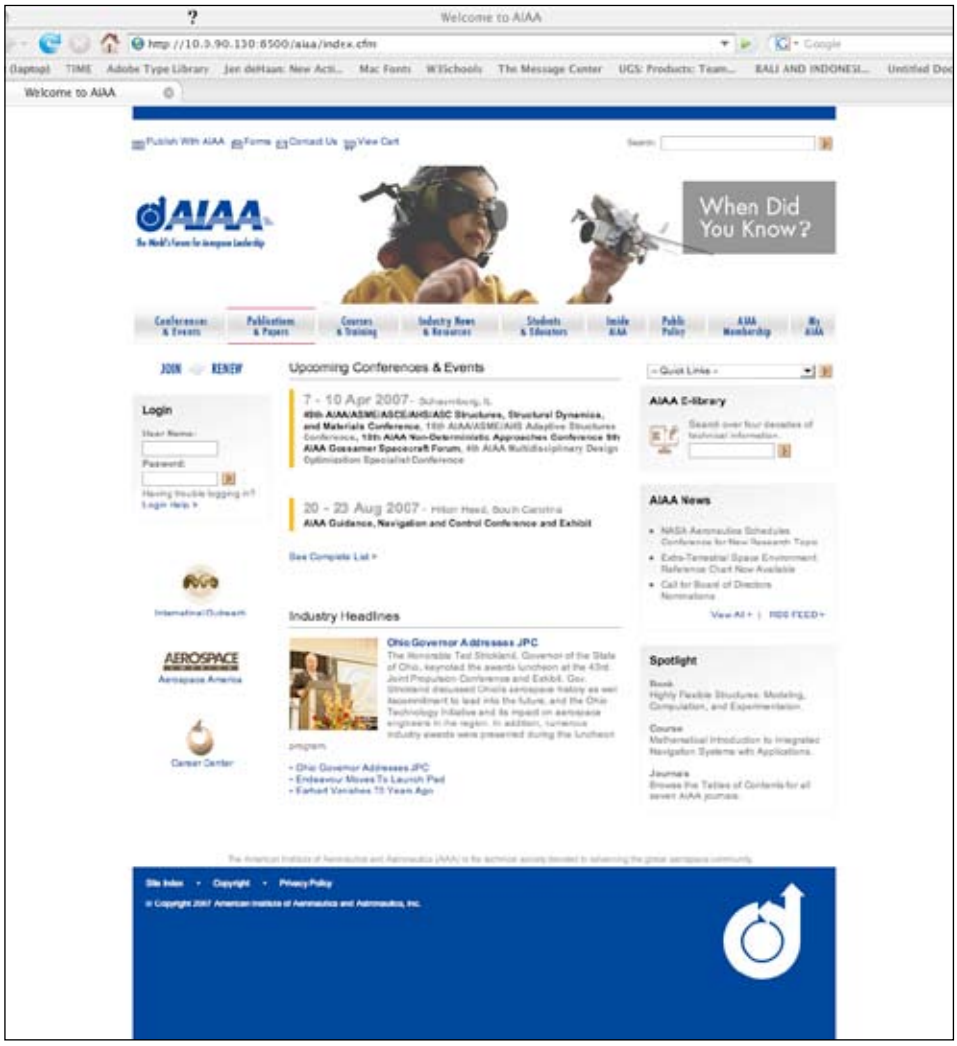
8.1 Web Site

A Web presence has become fundamental for any organization. The AIAA Web site is a key communication tool that plays an important role in maintaining a positive perception of the AIAA brand.

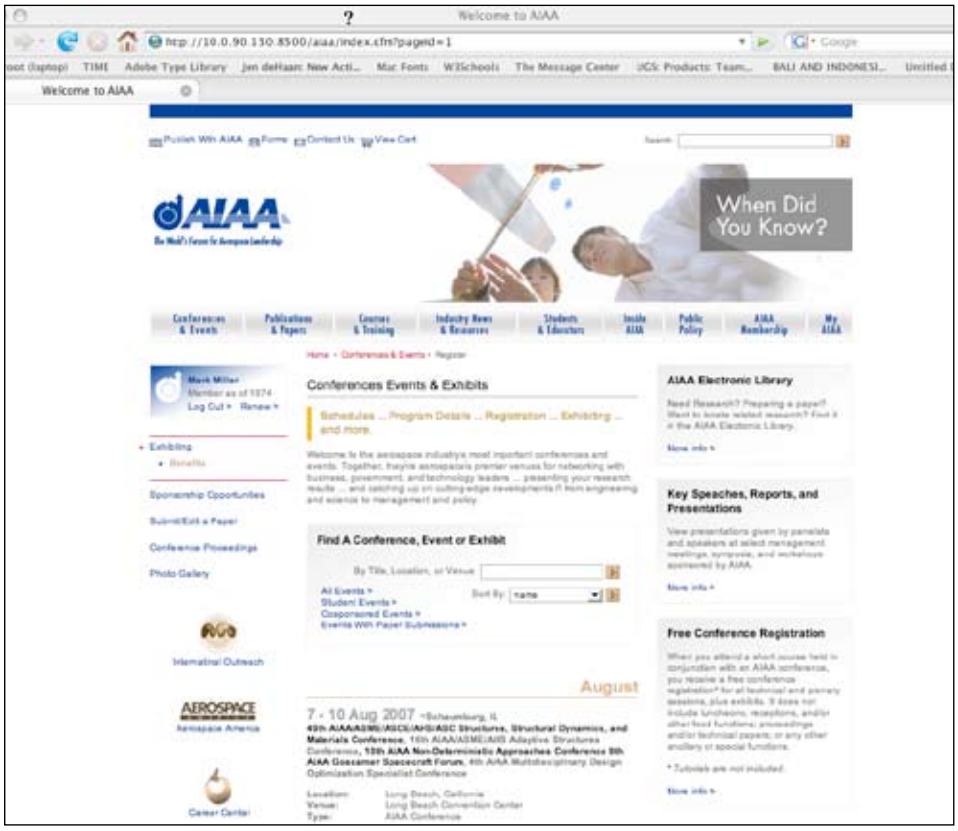
A consistent look and feel that carries over from printed materials is important to maintaining a unified AIAA brand: one that is easily recognizable regardless of what medium the Institute uses to communicate its message.

When the AIAA signature is used on a Web page, it should serve as the link to the Institute's home page.

AIAA Home Page Structure


Welcome to AIAA
When Did You Know?
Upcoming Conferences & Events
Login
AIAA E-library
AIAA News
Industry Headlines
Spotlight
Header.
Banner image and AIAA signature.
The AIAA signature should always serve as a link back to the home page.
Main horizontal navigation.
Content area, separated into three columns with a main content area in the middle column and a content area on the right. The left column contains log-in and program information.
Footer with privacy policy and copyright information.

AIAA Sub Page Structure



Header.

Banner image and AIAA signature.
The AIAA signature should always serve as a link back to the home page.

Main horizontal navigation.

Page hierarchy information.

Log-in information in the left column.

Left vertical sub page navigation and program icons with links.

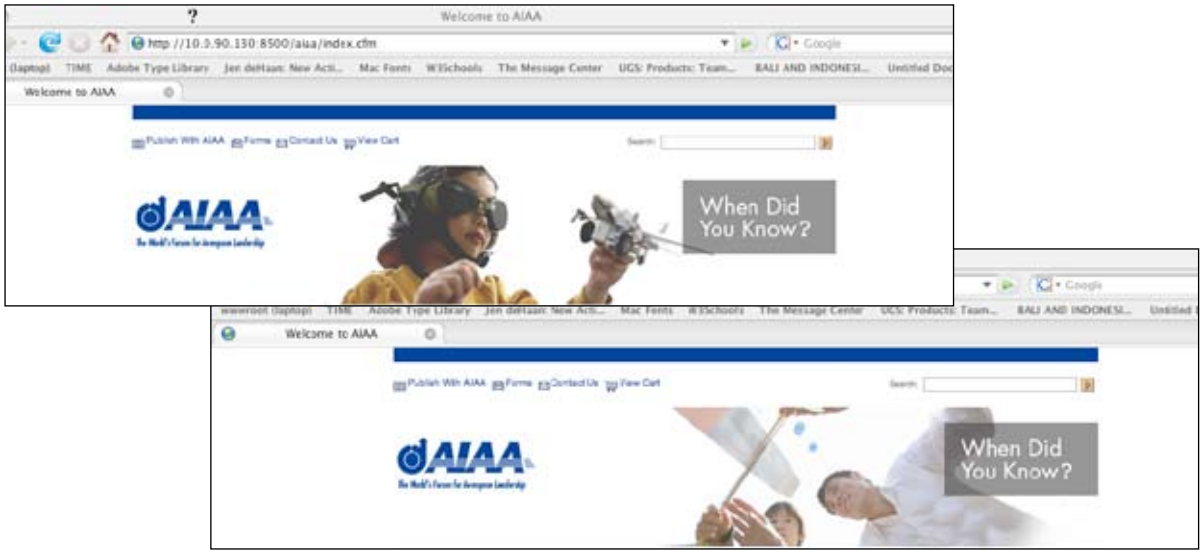
Main content area.

Right side content area.
Vertical navigation possible in this space.

Image Treatment and Color Use

The AIAA signature is placed on the left, close to the top of the page. It should only be used in corporate blue: PMS 287. The preferred clear space should be maintained around the signature. For more information refer to section *1.1 Signature Space.*

The image used should be large and bold enough for the area provided. Collages or multiple images should be avoided; instead, a single, meaningful image should be used.



8.2 Electronic Newsletter

In addition to AIAA's presence on the Web—its Web site—the Institute also sends a monthly newsletter to its members. This newsletter provides members with information about events, conferences, education, publishing opportunities and the like. It is a useful and easy way to raise brand awareness and reinforce the AIAA brand.

In order to maintain the modern and powerful image that AIAA portrays in all of its new collateral, it is important that a consistent look and feel is established for e-newsletter headers as well.

The complete AIAA signature should be used as well as the AIAA color palette and the approved AIAA fonts, when possible. The AIAA signature should serve as the link to the Institute home page.

AIAA E-Newsletter Header

The header for the newsletter should not exceed a width of 760 pixels and a height of 80 pixels. The image area, at the center of the banner, should not exceed 350 pixels wide or 80 pixels high. The entire signature should be utilized with the appropriate clear space around it. 20 pixels of padding should be kept on the right and left side of the signature. The composite banner should be flattened and saved as an optimized JPEG (50% quality) with a file size no larger than 13k—this will preserve image color & clarity with the least amount of artifacts.

No less than 20 pixels of space between the left edge of the banners and the left edge of the logo.

Minimum of 20 pixels of space between the right edge of the logo and the left edge of the image.

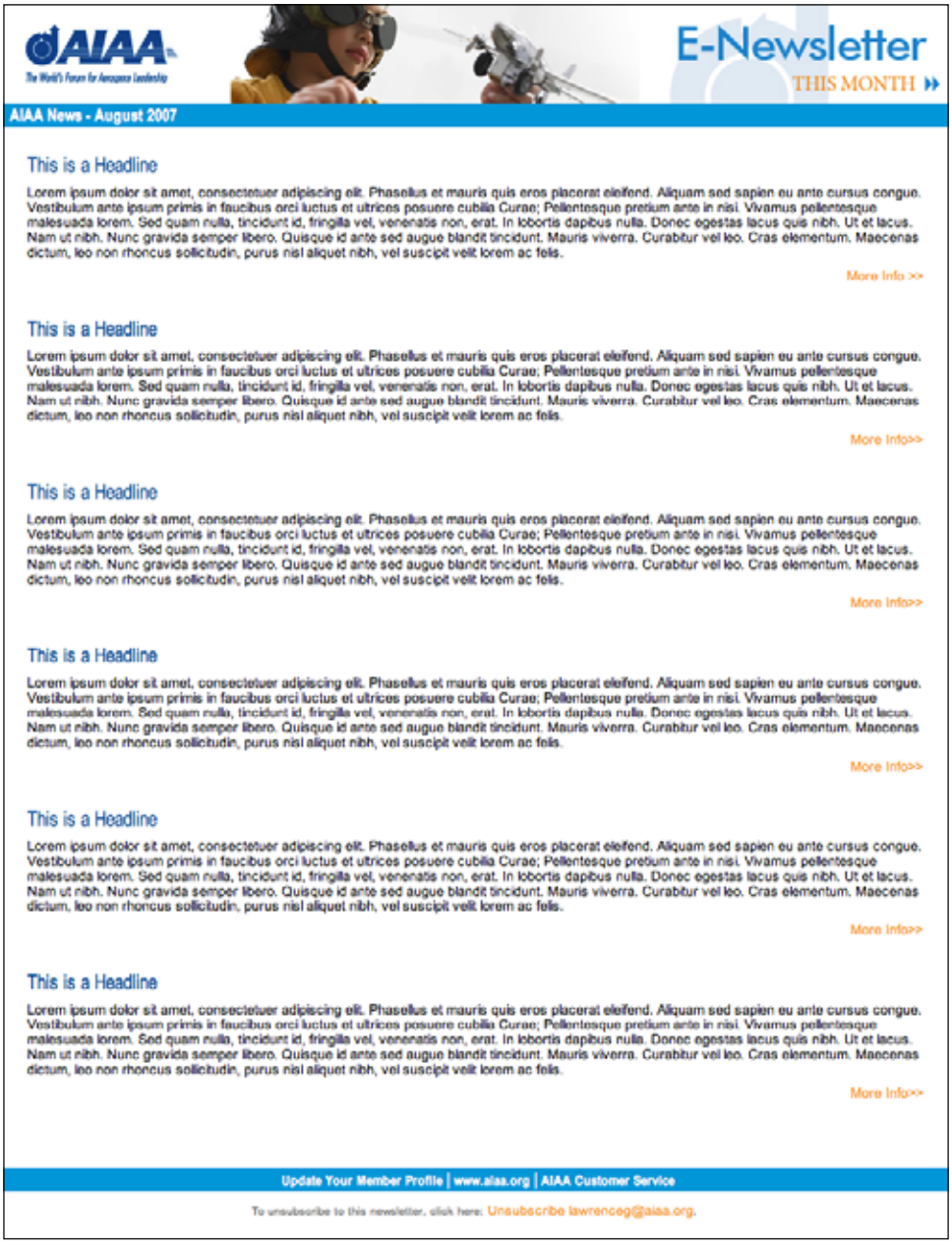
Image area on the banner should not exceed 350 pixels wide or 80 pixels high.

Banner width should not exceed 760 pixels wide
Banner height should not exceed 80 pixels.

Ideally, the spacing on both sides of the logo should be equal.

Sample E-Newsletter Banner

AIAA E-Newsletter



Newsletter header banner.

Bar with edition date.

Main body copy.
Individual articles with a headline, a short paragraph about the content of the complete article, and a link for more information.

The formatting of the AIAA newsletter body is established in CSS styles, which determine the color and font of each element.

Footer bar, which includes a link to update the member profile as well as a link to the AIAA homepage.

8.3 PowerPoint

PowerPoint presentations are used to disseminate information to large audiences as well as visual support for speeches and discussions. Whether the PowerPoint presentation is held to an external audience or used internally, it is important that every PowerPoint represents the AIAA brand accurately to make certain that consistency is achieved throughout all means of communication.

The PowerPoint template created for AIAA should be used at all times when preparing a presentation. Every presentation should use the approved title slide and typical slide layout. Also, it should always end with the approved final slide.

The fonts used in the AIAA PowerPoint presentations are Arial and Arial Narrow, as those ensure that every user in the organization will be able to use the available PowerPoint template. Fonts and colors are set in the template design. If additional colors are required, utilize the AIAA color palette. For more information on the correct colors, see section *3. Colors* for guidelines.

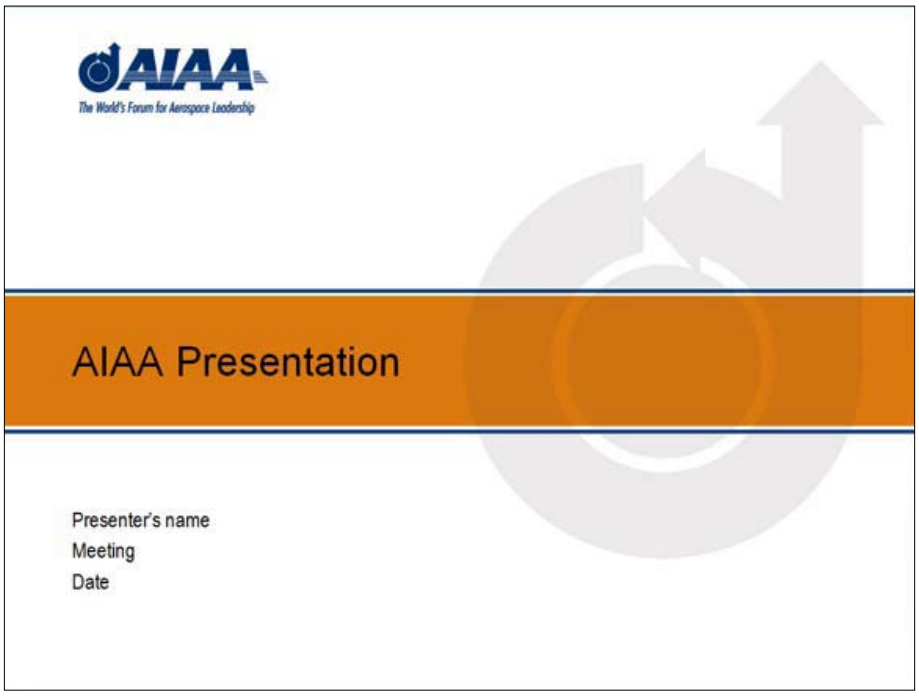
The AIAA PowerPoint can be found on the intranet under "Forms."

AIAA Title Slide

AIAA signature is prominently displayed in the top left of the slide. The signature is used in PMS 287 blue.

The title banner should always use a color from the AIAA color palette. One of the four accent colors is preferable. The presentation title is centered vertically within the title banner.

Additional information on the presentation title slide include information where the presentation is being held and the date its given.



AIAA Content Slides

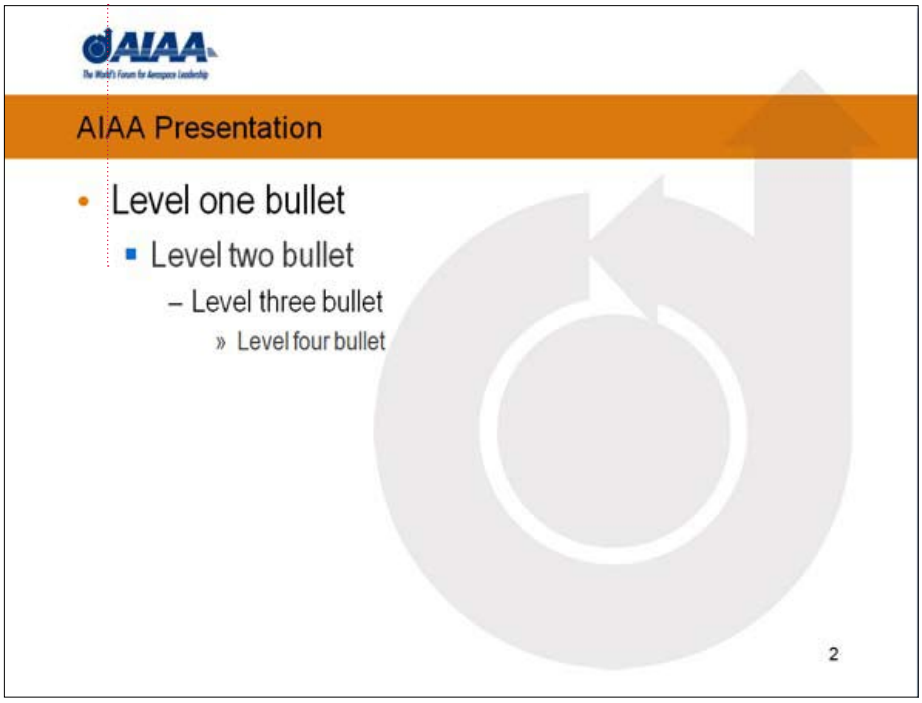
The PowerPoint template created for AIAA should be used for all presentations. The layout of the copy is set in the template and should not be altered, unless approved by the Communication Department.

On the blank AIAA content slide, the appropriate style will automatically be applied to the bullet and the copy. To get the appropriate bullet on the second level, hit the "Indent" button.

The AIAA signature is displayed smaller on the content slides than on the title slide. The signature should be used in the same PMS 287 blue.

The slide title is placed in the color bar. The color bar should use the same color as on the title slide color bar. The slide title should line up with the arrow pointing up in the AIAA signature.

The body copy is set in Arial Narrow. Bullets on the 1st level are in orange with black copy. Bullets on the 2nd level are blue squares and copy is a dark grey.



AIAA Final Slide

Every AIAA presentation should end with the AIAA final slide, found in the AIAA PowerPoint presentation layout. It should remain on the screen following the presentation as long as is appropriate. The AIAA signature is prominently displayed along with logomark. This reinforces the AIAA brand to the audience. No other copy should be laid into the final slide.

If the coloring of the color bar on the title and content slides was altered, the rule above and below the AIAA signature should be altered as well to reflect that color.

9. Awards and Certificates

Awards, plaques, and certificates are used to honor individuals for achievements in their areas of expertise. At the same time, they also represent the Institute and its brand.

All AIAA awards, plaques, and certificates should utilize the same basic elements — the AIAA color palette, the corporate fonts, the logomark and signature, and bold primary imagery (if appropriate). This serves to reinforce and guarantee continuity throughout the brand.

For special events, it is acceptable to use additional colors and fonts not found in the corporate palette. The choice of these colors and fonts should be appropriate to the event. Generally speaking, elegant script and serif fonts as well as metallic inks for color application may be best suited.

Metallic inks may also be used for the logo application. The metallic ink should be chosen from the gold and silver shades. The application of the logo and the theme of the printed piece will determine which colors are best suited. For more information, please refer to section *1. The Signature*.

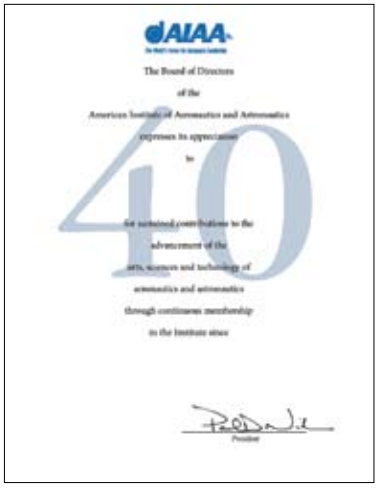
Printed Awards and Special Events Invitations

Every special event invitation or award will most likely have its own unique layout, and does not have to follow the standards established for corporate materials. It should adhere to the grid established if possible (see section *5. Printed Collateral*). The AIAA signature should appear on all AIAA-sponsored events, and the clear space rules established in *1.1 Signature Space* should be followed. Additional colors and fonts may be used, but as accents only, and should not detract from the AIAA brand elements.

AIAA signature present to reinforce the Institute's brand.

Metallic colors utilized in the banquet invitation.

One additional script font, which is not part of AIAA corporate fonts, used on the invitation as an accent.



10. Signage

The bold forms of the AIAA signature help increase readability and promote awareness of the company through many forms of signage. The examples of signage shown in this section are general references of design and signature placement as applied to office signage. They are not meant to replace detailed fabrication drawings. In addition to the general signage applications referenced in this section, there may be the need for billboards, airborne signs, vehicle applications and/or event signage.

Whatever medium the signage takes, care must be taken to protect the integrity of the signature in all applications and to ensure proper clear space around the signature, as well as proper contrast in each environment. Please consult the appropriate section in this manual for more information.

When using the AIAA signature in signage, it is recommended that only the logo portion of the signature be used. This allows for variance in sizes as well as quicker and greater recognition of the logo from a distance.

Whenever possible and appropriate, the signature should appear in the stated corporate colors. There will, however, be times when it is not possible or advisable for the signage to appear in color. It is at those times that the following suggestions apply.

In the event zoning or landlord requirements prevent strict standard adherence, please contact Corporate Communication at 703.264.7532 for resolution.

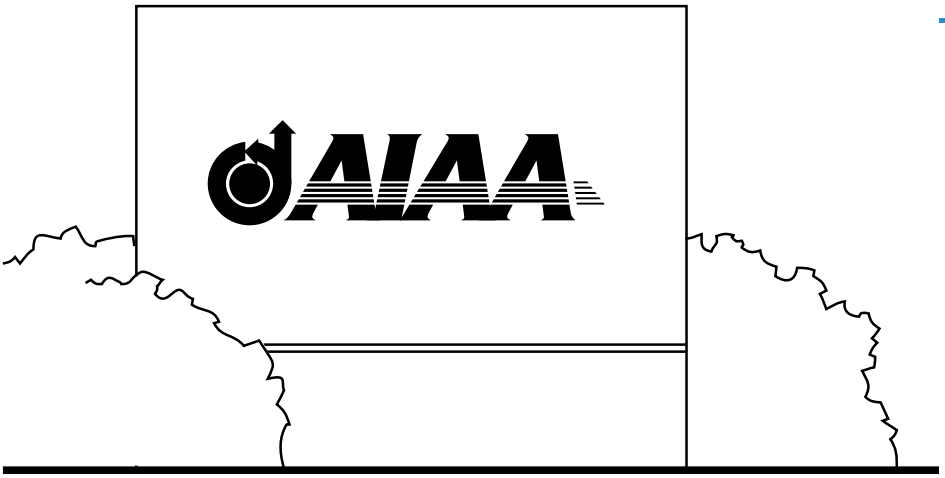
10.1 Exterior Signage

Ground Mounted Signage

The AIAA signature should appear as a solid piece in either brushed metal or a brushed metal tone (gold, brass, chrome, or steel) on all exterior signage. The complete signature should be raised off of the background for optimum separation and contrast. The signature should not appear with the tagline in signage. Care must be taken to ensure proper contrast between the background and signature. It is recommended that exterior signage be lit by either cast lighting or backlighting for optimal visibility and clarity. Neon signage is unacceptable.

Signature Placement

The AIAA signature should always appear horizontally. The clear space around the signature should be kept so other elements around the signature do not interfere with the logo.



Wall Mounted Signage

The AIAA signature should appear as a solid piece in either brushed metal or a brushed metal tone (gold, brass, chrome, or steel) on all exterior signage. The complete signature should be raised off of the background for optimum separation and contrast. The signature should not appear with the tagline in signage. Care must be taken to ensure proper contrast between the background and signature. It is recommended that exterior signage be lit by either cast lighting or backlighting for optimal visibility and clarity. Neon signage is unacceptable.

Signature Placement

The AIAA signature must always appear in a horizontal placement. The diagram below illustrates placement options, such as above the door, on the door, or off to either side of the door. However, only one option should be utilized per location.

Exterior Window/Door Signage

Whenever possible and appropriate, the signature should appear in the stated corporate colors. There will, however, be times when it is not possible or advisable for the signage to appear in color. It is at those times that the following suggestions apply.

The AIAA signature should appear at eye level to ensure maximum visibility.

The AIAA signature may appear as a one-color solid piece in black on clear glass. When applied to colored or tinted glass, the signature should appear in opaque solid white. A frosted or etched signature is also acceptable on glass doors and windows. It is preferred that the signature appear in brushed metal or a brushed metal tone (gold, brass, chrome, or steel) on wood doors. When the signature appears on painted surfaces, care must be taken to ensure proper contrast against the background material. See section *3. Colors* of this manual for further details.

Signature Placement

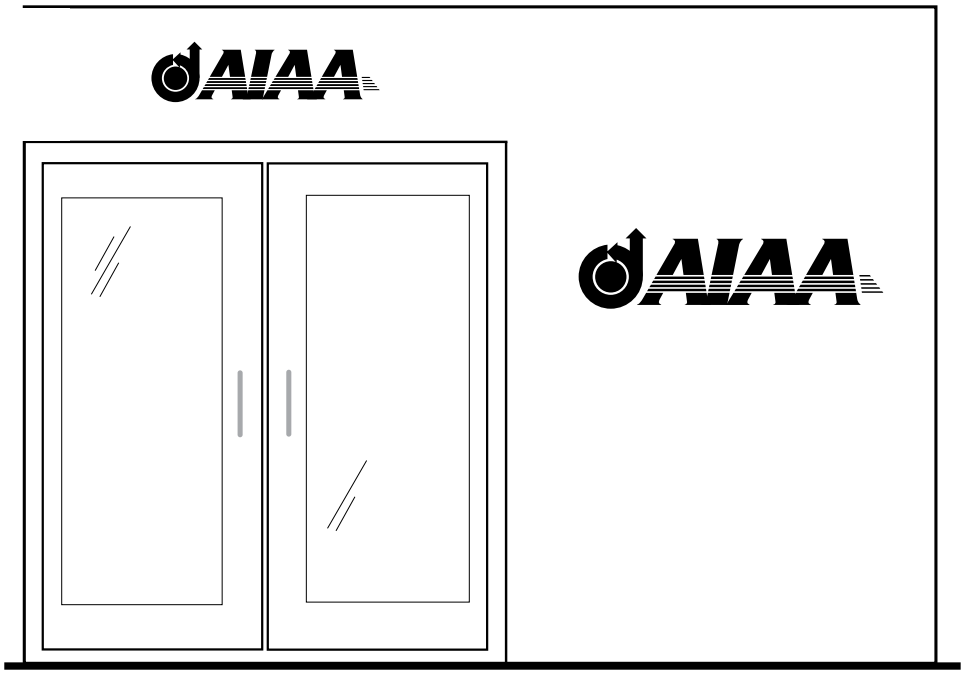
The AIAA signature must always appear horizontally. The diagram below illustrates placement options, such as above the door, on the door, or off to either side of the door. However, only one option should be utilized per location.

10.2 Interior Signage

Just as in exterior signage, the AIAA signature makes a bold statement in interior signage. Care must be taken to protect the integrity of the signature in all applications and to ensure proper clear space around the signature, as well as proper contrast in each environment (see section *1. Signature*).

Whenever possible, either brushed metal or an alternative material with a brushed metal tone (gold, brass, chrome, or steel) are the materials of choice. The signature may appear in other materials appropriate to the given interior environment. For example, wall-mounted dimensional letters and symbol may be fabricated in the corporate colors as long as maximum visibility and readability are not compromised by the color or texture of the surface where they are applied.

The diagram below illustrates placement options, such as above the door, on the door, or off to either side of the door. However, only one option should be utilized per location.



11. Trade Show Exhibits

AIAA participates in many events and conferences that may allow for a prominent display of the AIAA brand. For this purpose, this section shows examples of possible layout and usage of AIAA elements in booth, tabletop, banner, or podium displays.

The layouts shown are suggestions and should help to show how the elements of the brand can be cohesively carried through all materials produced by and for AIAA.

Items used in events, such as a banner, podium sign, or booth, can work together with all elements of the AIAA brand (color, logomark, and the grid system) to show a unified identity.

Sample Banner

Sample 10'x10' Booth

Sample Podium Sign

11.1 Trade Show Booth

A trade show booth gives the opportunity to make a bold statement at an event or conference. The imagery and color choices should support the theme and intention of the booth.

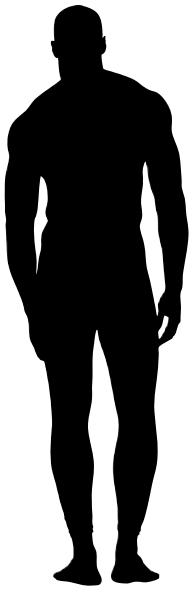
Whether it is a 10'x10' booth or a tabletop display, the grid should still be the basis for the layout of the design. This allows for the same structure and flexibility as in printed collateral, ultimately unifying the Institute's brand across all media and applications.

AIAA Branded Booth

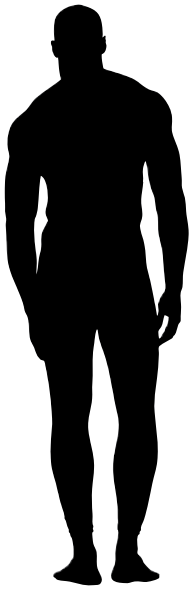
Shown here is a layout for a 4-panel booth that solely promotes AIAA. This could be utilized for industry trade shows or student events to win new members for AIAA. The imagery is bold and supports the theme. The AIAA logomark is used as a large graphic element to create interest and underline the AIAA logo.

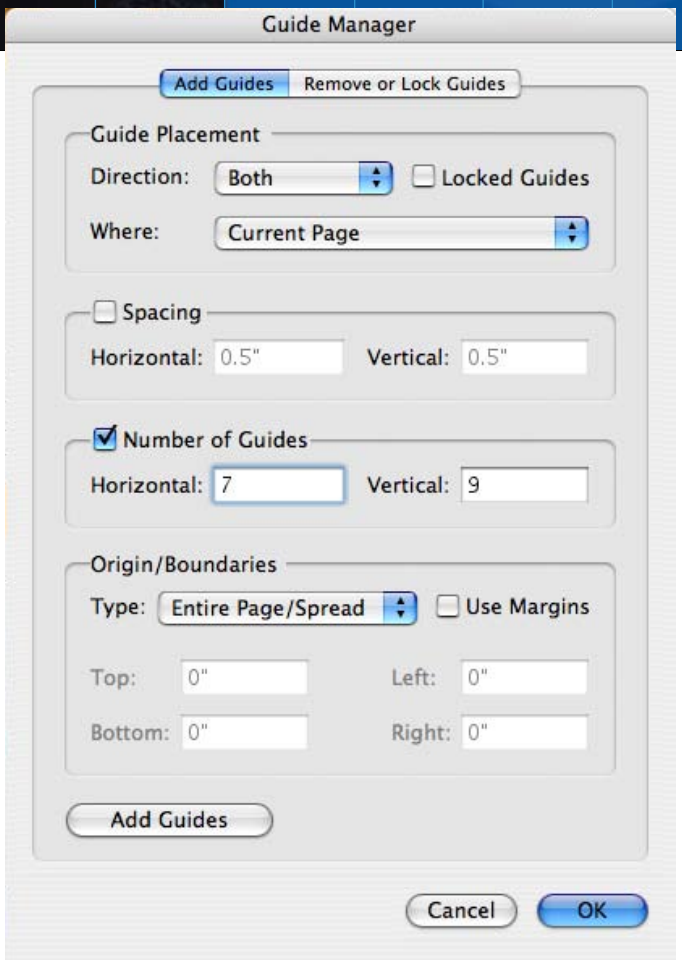
The booth is made up of 4 panels. The logo should be displayed prominently on top, where it can be seen easily.

In this example, each panel is divided into 2 columns and 6 rows. Depending on the exact dimensions of the panels and booth, these numbers will change.



Another example of an AIAA branded booth and how the guides are established for the layout is shown here. This proposed layout makes use of the small squares. The AIAA logomark is once again displayed prominently to reinforce the AIAA brand. This booth also uses the AIAA color palette to ensure consistency.





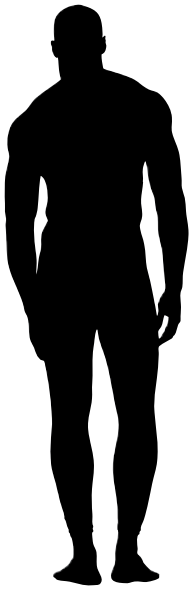
The booth has 4 panels. A panel has 2 columns and 6 rows. All together there are 8 columns on the booth. Accordingly there are 7 horizontal and 9 vertical guides on the booth. The number of guides shown applies to the entire booth, not each panel individually.

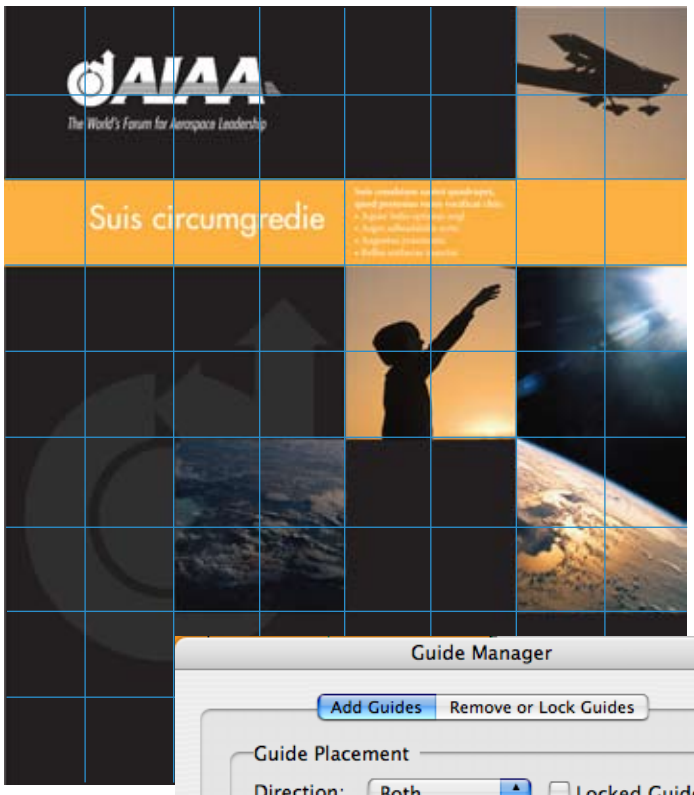
2-panel Display

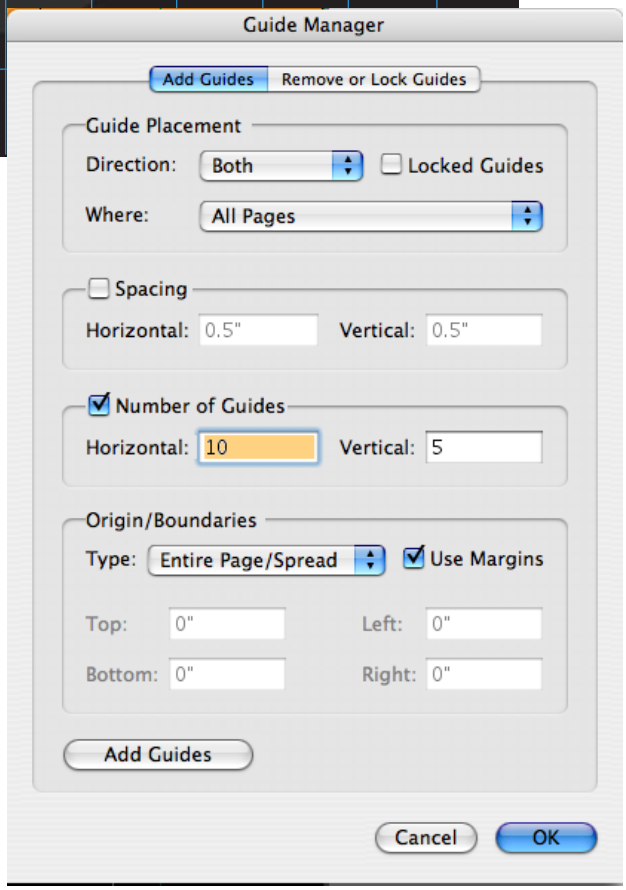
Booth displays that are made up of only two panels follow the same grid guidelines as all AIAA materials. The panels should be divided into modules that approximate squares. The design should use large imagery and make a bold statement. The design shown here is merely one possible example.

This display is made up of 2 panels. The logo should be displayed prominently in the top, where it can be seen easily.

In this example, each panel is divided into 4 columns and 9 rows. Depending on the exact dimensions of the panels and booth, these numbers will change.



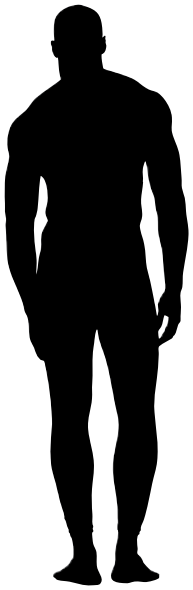




A panel has 9 rows and 4 columns. Accordingly, there are 10 horizontal guides and 5 vertical ones. The number of guides shown applies to each panel. They can be adjusted to fit the exact dimensions of the panels.

AIAA Conference Booth

This is an example of how a booth can be used at a conference. It makes use of the layout rule established for the conference and event category in section *5. Printed Collateral*. The upper right-hand square is colored in the "conference color. " As this is not an AIAA branded booth, the logomark appears much smaller. The conference name and all partner logos are displayed prominently at the top. Additional information is used on a side panel.



11.2 Podium Signs

Podium signs are valuable for displaying an organization's logo prominently and reinforcing the brand during a conference or event.

The podium signs shown here are suggestions. They show how the AIAA logo and logomark can be used on a podium display.

The AIAA logo should always appear in its entirety to ensure consistency across the AIAA brand. It should be displayed in either the corporate colors (black or PMS 287 blue) or reversed out, if put on a colored background. If the logomark is used as shown here, it should adhere to the rules established in section *1.3 The Logomark*.

Shown here are two color options for a standard 18"x22" podium sign. The AIAA logo is displayed with the tagline. This reinforces the tagline as well as the consistency of the logo usage. To underline the logo, the logomark is screened in the background, which strengthens the logo and creates interest and recognition for the logomark.

Position of Signature

If the signature is used in conjunction with the logomark, it is important to adhere to these signature placement rules. The signature generally should be placed over the logomark and should appear either directly through the center circle or slightly above it. The examples here show the correct placement.

On podium signs, it is preferable to place the signature above the center of the circle to ensure visibility of the signature from a distance.

Signature through center circle

On a podium sign, the logomark should fill the entire area. It should be screened in the background for subtlety, but remain visible.

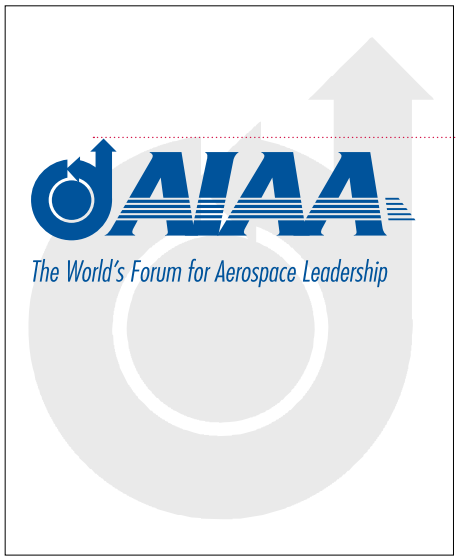
The AIAA signature should be centered within the inner circle of the logomark.

The AIAA signature should not extend beyond the edges of the logomark.

Signature above center circle

This signature application is preferable for podium signs.

The logomark should be screened in the background to be subtle, yet recognizable.



The tip of the arrow pointing up in the AIAA signature lines up with the top of the outer circle in the logomark.

The AIAA signature should not extend beyond the edges of the logomark.

11.3 Banners

Banners, if used in conjunction with podium and booth displays, can reinforce a brand. They allow for a large display of the logo and visibility from a distance. For the AIAA logo, horizontal and square banners work best.

The banners shown here are suggestions. They show how the AIAA logo and logomark can be used on a banner.

The AIAA logo should always appear in its entirety to ensure consistency across the AIAA brand. It should be displayed in either the corporate colors (black or PMS 287 blue) or reversed out, if put on a colored background. If the logomark is used as shown here, it should adhere to the rules established in section *1.3 The Logomark*.

Shown here are two color options for a 22"x18" banner. The AIAA logo is displayed with the tagline. This reinforces the tagline as well as the consistency of the logo usage. The logomark is screened in the background to strengthen the logo and create interest and recognition for the logomark.

Position of Signature

If the signature is used in conjunction with the logomark, it is important to adhere to these signature placement rules. The signature should generally be placed over the logomark. The signature should appear either centered through the outer circle or slightly above it. The examples here show the correct placement.

On a banner, it is preferable to place the signature through the center circle.

Signature through center circle

This signature application is preferable for banners.

The logomark should fill the entire area either horizontally or vertically, depending on the dimensions of the banner. It should be screened in the background, so it is subtle but remains visible.

The AIAA signature should be centered on the outer circle of the logomark.

The AIAA signature should be at least as wide as the logomark, but can extend beyond the edges of the logomark if the space allows.

Signature above center circle

The logomark should fill the entire area either horizontally or vertically, depending on the dimensions of the banner. It should be screened in the background, so it is subtle but recognizable.

The tip of the arrow pointing up in the AIAA signature lines up with the top of the outer circle in the logomark.

The AIAA signature should be at least as wide as the logomark, but can extend beyond the edges of the logomark if the space allows.

12. Premium Items

Always provide a clean electronic AIAA signature to qualified premium vendors. Take steps to ensure proper contrast against the background.

The AIAA signature makes a strong statement in color and black-and-white reproduction. For many premium items, using the entire AIAA signature would make the tagline unreadable. As established in section *1.1 Signature Space*, the tagline can be omitted in those situations. The examples shown here display this situation, but if possible, it is desirable to use the entire signature. This will increase consistency and recognition for the AIAA brand.

12.1 Promotional Items

Promotional items can come a wide variety of forms and sizes. No matter what the size, shape, or occasion for which the items are produced, they always reflect the organization that they represent.

Care should be taken in selecting promotional items in terms of color, quality, and appropriateness. When choosing colors for premiums, the AIAA color palette should be kept in mind. The color of the premium should not interfere with the AIAA logo and allow for it to stand out.

When possible, the logomark can also be utilized in the application of the signature on the premium.

Color

Reproduction specifications permitting, the signature must always appear in its color form: PMS 287 blue. It is always preferable for the signature to be reproduced in the specified Pantone color. However, if this is not possible, the process build as stated below is acceptable.

Process Build of PMS 287:
c100 m68 y0 k12

The color chosen for the logo depends on the premium. The placement and color of the logo should allow for it to be easily recognizable and readable. If the usage of PMS 287 is not feasible on the premium, the AIAA logo should printed in black or reversed out to white.

Size

Reproduction size will be determined by the premium. However, refer to section *1.1 Signature Space* for any specialty item requiring the signature in a size smaller than the minimum size.

Position of Signature

If the signature is used in conjunction with logomark, it is important to adhere to these signature placement rules. The signature generally should be placed over the logomark. The signature should appear either centered through the outer circle or slightly above it. The examples here show the correct placement.

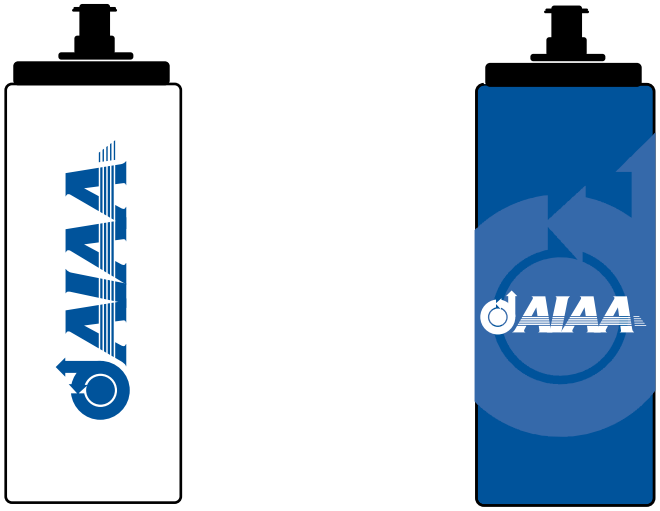
On promotional items, it is preferable to place the signature through the center circle.

The AIAA logo should be centered within the inner circle of the logomark.

The tip of the arrow pointing up in the AIAA signature lines up with the top of the outer circle in the logomark.

Examples

Sample Water Bottle



Sample Beverage Cup

Sample Pen

Sample Key Chain

12.2 Wearables

Wearables can be an easy way to reinforce awareness of the Institute's identity and promote the AIAA brand at events. They also carry the AIAA name to a broader audience by displaying the signature on clothing items.

Care should be taken in selecting the premiums as far as color, quality, and appropriateness is concerned. Therefore, when choosing colors for wearable premiums, the AIAA color palette should be kept in mind.

The logomark may also be used on wearables. The usage should always adhere to the rules set forth in section *1.3 The Logomark*.

Color

Reproduction specifications permitting, the signature must always appear in its color form. It is always preferable for the signature to be reproduced in the specified Pantone colors. However, if this is not possible, the closest available fabric or thread color is acceptable upon approval by the authorized Corporate Communications representative.

If necessary, the signature may be reproduced to match either black or white.

Careful consideration should be given to the selection of the actual color of the premium. The AIAA corporate colors (i.e. white, blue, black) are acceptable. A golden yellow is also acceptable. Busy patterns and neon colors are not acceptable.

Size

Reproduction size will be determined by the premium. However, for any specialty item requiring the signature in a size smaller than the minimum size, refer to section *1.1 Signature Space* of this manual.

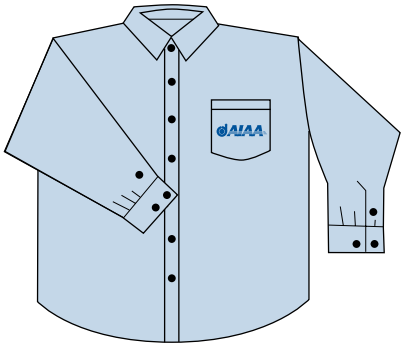
To maintain the integrity of the AIAA brand, only high-quality clothing items should bear the AIAA signature.

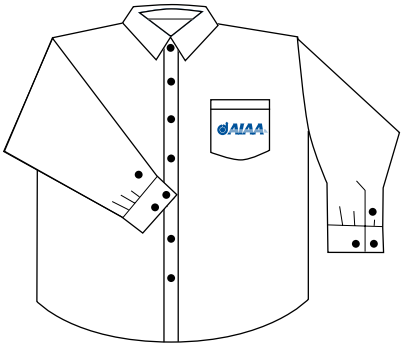
For Polo or Oxford style shirts, the logo should be no larger than 3 inches wide and no smaller than 1.75 inches wide.

Pocket placement is recommended when applicable, otherwise chest or sleeve placement is best.

Examples

Sample Polo Shirt





Sample Long-Sleeve Button Shirt

Sample T-shirt — Front and Back